

**ASHEVILLE AREA
CHAMBER OF COMMERCE**

JOB TITLE: National Sales Manager

REPORTS TO: Vice President of Sales

DEPARTMENT: Convention and Visitors Bureau

PAY STATUS: Exempt

PRIMARY FUNCTION/JOB SUMMARY

To successfully position and sell Asheville, North Carolina as a premier southeast incentive, convention and meeting destination to planners in the Northeast region. In this role, the National Sales Manager will maximize revenues for meeting properties located in Asheville through direct sales, marketing and designated activities specific to meeting and convention accounts headquartered in the Northeast. Success is measured through meeting established room night and contact goals and increasing the customer base in the region assigned. The National Sales Director will facilitate execution of sales plans specific to that region and work directly with partners to meet market goals. .

BACKGROUND:

The Asheville Convention & Visitor's Bureau (ACVB), a department of the Asheville Area Chamber of Commerce, is the primary destination marketing organization for the Asheville area. The ACVB promotes the destination through out-of-market advertising and sales initiatives. Approximately 3.3 million overnight visitors travel to Asheville annually for leisure and meeting purposes.

RESPONSIBILITIES:

- Develop regional and national corporate and association/event accounts located in the Northeast region.
- Develop and manage an effective sales plan to meet established market goals.
- Expand the base of qualified buyers through new business development and account qualification.
- Demonstrable ability to develop an accurate budget around the sales plan
- Accurately manage data in the Simpleview CRM database using standard operating procedures. This includes account maintenance, trace input, recording meeting profiles and history and producing and distributing sales leads.
- Responsible for preparing creative, high quality bid proposals and presentations to secure group business.
- Develop and maintain effective working relationships with accommodation, attraction and service partners for the purpose of maximizing selling opportunities.
- Responsible for key sales initiatives including regular travel to the region, industry trade marketplaces, sales mission and client events.
- Work closely with vice president of sales to identify new opportunities and develop strategies and tactics to increase sales originating from the region.

QUALIFICATIONS (EDUCATION & EXPERIENCE):

- College degree required
- Four years' of demonstrable experience in a meeting and convention sales setting
- Commitment to delivering measurable results and achieving established goals
- Ability to tie strategies and tactics to demonstrable results
- Excellent interpersonal, written/verbal communication, organization, planning, and budget management skills.
- Must be a self-starting team player
- Demonstrable ability to manage multiple priorities
- Dynamic, outgoing and positive personality
- Able to establish and maintain strong working relationships with meeting planners, industry partners and the general public
- Valid driver's license and access to a car

- Must be willing and able to work outside the normal 8:30 – 5:00 workday hours and on weekends, as travel, events and other aspects of the job dictate

TECHNICAL KNOWLEDGE:

- Strong keyboarding skills.
- Proficiency with Microsoft Office including Word, Excel and PowerPoint.
- Familiarity with SimpleView CRM or comparable system a must
- Excellent customer service skills.
- Strong written and verbal communication skills.

COMPLEXITY OF DUTIES:

Candidate must be a proven self-starter and able to prioritize, juggle multiple projects and meet established goals. Computer skills and utilization of technology is required.

SUPERVISION RECEIVED:

This position works in the Group Sales & Services area of the CVB. The position reports directly to the Vice President of Sales. While responsible for individual goals, the position works in a highly collaborative team environment to achieve shared departmental goals and objectives.

RESPONSIBILITY FOR ACCURACY:

Accuracy is highly critical with all aspects of work performed by the group sales and services department. Attention to detail is imperative. The expectation is for this position to be able to self-proof for accuracy, clarity and quality.

CONTACT WITH OTHERS:

The person in this position will have ongoing contact with meeting and convention planners, industry partners and the community at large plus regular, personal interaction with an internal 23-person staff large. Required attributes include professionalism, quick-thinking, diplomacy, and a responsive and positive attitude.

CONFIDENTIAL DATA:

This position has access to management discussions, interdepartmental correspondence and database information considered highly confidential. The position will be held to the highest level of confidentiality.

MENTAL/PHYSICAL/VISUAL EFFORT:

The degree of concentration ranges from slight to intense based on the work being performed. The position is subject to frequent interruptions which require varied responses. While performing the duties of this job, employee is routinely required to be mobile, sit, reach with hands and arms, talk and hear. The position requires visual acuity, manual dexterity and good eye/hand/foot coordination, bending, lifting, and carrying of sales materials and literature and displays weighing up to 40 pounds.

ENVIRONMENT:

Work performed in a modern office environment. A background check and drug testing is required as a condition of employment.

ADDITIONAL REQUIREMENTS:

- Personal vehicle and valid driver's license
- Extensive out-of-town travel
- Ability to lift 40 pounds

Deadline is 5:00 p.m. on Wednesday, July 6.

Submit your application via email with the subject line "National Sales Manager" and include the following two attachments: 1) your resume and 2) a cover letter that includes your salary requirement to gcox@exploreasheville.com. No phone calls or drop-ins.