



Job Title: Senior Sales Manager
Reports to: Director of Sales
Department: Business Development/Group Sales
FLSA Status: Exempt

Summary

The Senior Sales Manager is responsible for generating direct spending throughout Asheville and Buncombe County by attracting groups, events, and conferences as well as tracking room nights, bookings and sales leads for room tax-collecting properties. The Manager successfully positions and sells Asheville, North Carolina as a premier convention and meeting destination to planners in an assigned territory and/or markets. Success is measured through economic impact, room nights, seasonality, pattern of bookings, and contact volume, while increasing the customer base in the assigned territories. Help establish and complete Objectives and Key Results (OKRs) in alignment with organizational strategic imperatives and core values.

Essential Duties and Responsibilities

Sales Management

- Maximize revenues for meeting properties located in Buncombe County through direct sales, marketing, and designated activities specific to planners in an assigned territory and/or markets.
- Facilitate the execution of sales plans specific to the assigned territory/markets through OKRs and work directly with partners to exceed market goals.
- Develop new accounts in our CRM to grow qualified buyers to include corporate and association accounts located in an assigned territory and/or markets.
- Develop an accurate budget around the sales plan.
- Accurately manage data in the Simpleview CRM database using standard operating procedures including account maintenance, trace input, recording meeting profiles and history, and producing and distributing sales leads.
- Prepare 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 but not limited to regular local, regional, and state sales calls, hosting of FAMs, inbound client visits, industry trade marketplaces, sales missions, and client events.
- Act as the official representative in assigned professional associations.
- Provide exemplary service to accounts requesting assistance and/or referrals.
- Work with the Group Marketing Manager and Group Services Manager in researching and deploying a social media and email blast strategy for the assigned territory and/or markets.
- Work closely with the Director of Sales to identify new opportunities and develop strategies to increase sales originating from the assigned territory and/or markets.
- Maintain confidentiality of management discussions, interdepartmental correspondence, database information, and other sensitive data.

Team Leadership

- Accountable for the day-to-day workload and contribution to a cohesive, effective, and accountable team in alignment and consistent with Explore Asheville's core values. Actively participate in team meetings and initiatives.
- Lead and/or participate in meetings/planning/initiatives to support strong workplace culture and successful performance/execution of organizational strategy. Elevate and solve issues, support change, and ensure the maintenance of productive processes.
- Represent Explore Asheville/BCTDA at meetings and industry functions and before the public. This may include making presentations to a wide range of groups.

Other Responsibilities:

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice. There may be times where this position is asked to help other team members with their work, completing tasks outside of this description.

Qualifications

- Bachelor's degree with a minimum of 6 years of experience in meeting and convention or group sales setting. Preferred degree in Sales and Marketing Management, Event Management, Hotel/Tourism/Hospitality, or other related field -OR- any combination of education, coursework, and/or technical training necessary to meet position requirements.
- Required experience in Simpleview or similar CRM.
- Strong ability to establish and maintain successful working relationships with meeting planners, industry partners, and the general public.
- Appreciation for Buncombe County's tourism community.
- Must be able to use sound judgment and discretion.
- Well-organized, self-motivated, and comfortable in a fast-paced environment.
- Proficiency in Microsoft Office Suite.
- High attention to detail.

Physical Environment & Working Conditions:

The work environment and physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work involves working alone on the computer, collaborating as part of a team, or working closely with others by computer or over the phone.
- Most work tasks are performed indoors.
- Must be able to sit or stand at a desk for up to 7.5 hours per day.
- Requires grasping, writing, being mobile, repetitive motions, listening and hearing ability and visual acuity.
- Attendance of outside work functions after hours are required.
- Position is expected to spend time in the community on a regular basis.

Travel:

Up to 25% travel. In addition, some local travel, generally within Buncombe County, is required, but not extensive. Must have a valid driver's license, current automobile insurance and own or have access to an automobile when needed.

EEO Statement:

Explore Asheville provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by applicable federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Explore Asheville strives to be an inclusive and equitable organization. We are actively seeking a diverse pool of candidates from a variety of abilities, backgrounds, and cultures.

About Explore Asheville:

The Buncombe County Tourism Development Authority (BCTDA) oversees the work of the Explore Asheville Convention and Visitors Bureau, which develops and carries out advertising, marketing, public relations, and group sales plans to inspire leisure and business travelers to visit Asheville and Buncombe County. In 2021, the BCTDA adopted strategic imperatives that are informing and guiding the direction of Explore Asheville's program of work and community investments going forward. These strategic imperatives include:

- Deliver balanced recovery and sustainable growth
- Encourage safe and responsible travel
- Engage and invite more diverse audiences
- Promote and support Asheville's creative Spirit

In addition, the Explore Asheville staff has adopted and embraced the following core values:

- Innovate & Evolve – We seek out new ideas and are open to change.
- Leadership & Collaboration – We focus on the truly important priorities to make the most positive impact.
- Equity & Empathy – We respect and embrace differences recognizing real progress requires inclusion.

What we offer:

Explore Asheville offers a competitive benefits package that includes a Paid Time Off program with 18 days to start, 11 annual paid office holidays, employer-subsidized medical insurance, employer-provided dental, life, STD and LTD insurance, plus 401k with a company match, and employee wellness benefits.