



POSITION: NATIONAL SALES MANAGER at VISIT MOBILE

SUPPORTED BY: VICE PRESIDENT OF LEISURE TOURISM/CONVENTION SALES

EDUCATION/EXPERIENCE: Bachelor's degree in Hospitality and Tourism Management, Business Administration, Economics, or a minimum of five years experience in a Destination Marketing Organization, tourism, hotel group sales, or travel related industry preferred. Strong communication, written, data research, and computer skills required. Experience with digital and in-person presentations and meetings with clients, hospitality partners, city officials, media, and co-workers is essential.

POSITION SUMMARY: The National Sales Manager is responsible for achieving lead, room night, and prospecting goals set forth by Visit Mobile. The salesperson is compensated with a base salary plus an incentive bonus based on achieving his/her goals. The salesperson is expected to solicit convention groups and organizations to pursue future business for the city of Mobile through various initiatives. Some include but not limited to direct telephone solicitation, e-mails, personal sales calls, bid presentations, trade shows, and proposals. Extensive business travel, weekend duty and flexible hours are required.

PRINCIPAL ACCOUNTABILITIES

- Generates qualified leads for area hotels and meeting facilities with the objective of booking room nights within his/her assigned market segments.
- Creates and manages assigned accounts through the hospitality database system. Enters proper information to generate prospects, leads, and definite room nights.
- Coordinates and conducts out of market sales meetings and personal sales calls to pursue convention business. These calls may include state, regional, national, or international destinations.
- Participates in out of market city blitzes and in market familiarization trips. Each member will also help coordinate these events and provide a qualified number of clients from their assigned market segments.
- Conducts client site inspections with hospitality partners. The salesperson will be responsible for setting the agenda and coordinating the visit along with the transportation. The sales support staff may assist in arrangements as directed by the salesperson.
- Performs bid presentations as needed to secure convention business. The sales support staff and marketing staff may assist in this effort as needed by the salesperson.
- Attends trade shows to be determined by the assigned markets to promote Mobile at selected industry conferences. Responsible for memberships, registrations, hotel accommodations, appointments, tradeshow logistics, and transportation to the required tradeshows.
- Responsible for timely and accurate trip/tradeshow reports, site inspection reports, credit card/cash expense reports, vacation requests, and other accountabilities. All requests and reports will be sent directly to the Vice President of Sales for approval.
- Experience with data input and research in Simpleview, MINT, Knowland, Gale, Cvent, Word, Outlook, Excel preferred.
- Ability to carry out all job requirements and to represent Visit Mobile professionally as a liaison within the hospitality community without close supervision.
- The National Sales Manager also assumes other Visit Mobile tasks or responsibilities as directed or assigned by the Vice President of Convention Sales or senior management.

PLEASE SEND YOUR COVER LETTER AND RESUME TO:

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