

## **TOURIST DEVELOPMENT SALES MANAGER**

### **MAJOR FUNCTION**

This position holds a high level of responsibility with an emphasis on group tourism for the purpose of attracting conferences, seminars, corporate meetings, reunions and other related group business to the greater Marion County area generating business for the hospitality industry within Marion County.

### **ESSENTIAL FUNCTIONS**

The following statements describe the principal functions of this job and its scope of responsibility, but should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including working in other functional areas to cover absences or relief, to equalize peak work periods or otherwise to balance the work load.

Listed duties are only illustrative and are intended to describe major tasks that may be performed by this job class.

- Attracts and provide assistance to the Executive Director in attracting social, military, educational, religious and fraternal groups to the County.
- Responds to requests for information from meeting planners and others who are interested in holding a group meeting or event in the County.
- Assists the Executive Director in selling Marion County for sports events that increase overnight stays, enhancing the economic climate in the County.
- Determines which of the thousands of potential group business are best suited for Marion County.
- Works closely with area hotels, venues and facilities and maintains knowledge of appropriate establishments through on-site visits and communication.
- Develops qualified sales leads for the hotels to pursue and track status of those leads on an ongoing basis.
- Makes sales calls to identify and cultivate potential business.
- Coordinates and conducts site inspections of the Marion County area which represents definite potential for business.
- Attends trade shows and meetings to promote Marion County to a variety of group markets.
- Assists with operations and management of acquired events as needed.

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- Coordinates and conducts site tours for meeting planners showcasing facilities and attractions in the County.
- Develops proposals and presentations and makes presentations.
- Represents the Visitors and Convention Bureau to various civic groups, schools, etc.

### **SECONDARY FUNCTIONS**

- Performs other duties as assigned.

### **CUSTOMER SERVICE**

This is a front-line position for providing excellent customer service to members of the general public and other County departments and county employees, County administration, and visitors to Marion County. Duties involve consultation with representatives of industry and professional organizations, management and technical personnel of local governments and direct contact with vendors.

### **SUPERVISION**

This position does not supervise anyone.

### **EDUCATION, EXPERIENCE, LICENSES, CERTIFICATIONS**

#### **Education and Experience**

Graduation from an accredited educational institution with Bachelor's Degree in Marketing or Tourism, hospitality or related field and at least two (2) years of progressive marketing, sales, or tourism experience; or an equivalent combination of education, training or experience. Previous VCB experience preferred.

#### **Licenses**

Valid Florida Drivers License.

### **JOB SKILLS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements are representative of the required knowledge, skills, and abilities.

#### **Language Skills**

- Ability to read, analyze and interpret general business periodicals, professional journals technical procedures, or governmental regulations.

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- Ability to write reports, business correspondence, and procedure manuals.
- Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

### **Mathematical Skills**

- Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume.
- Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

### **Problem Solving Ability**

- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardized exists.
- Ability to interpret a variety of concrete variables in situations where only limited standardized exists.
- Interprets complex and detailed technical data.
- May participate in development of policy, programs, plans, or procedures. Study manual work process to determine most effective methods as essential tasks.

### **Specialized Skills and Abilities**

- Knowledge of operations and practices of local government; ability to analyze and interpret departmental functions, procedures and policies.
- Ability to exercise judgment and discretion in applying and interpreting department rules, regulations, policies and procedures.
- Knowledge of principles, practices and techniques of tourism promotion, sales, and marketing.
- Ability to present programs and ideas clearly and concisely, orally and in writing.
- Thorough knowledge of methods to develop and implement a comprehensive group and package tour program.
- Knowledge of bid proposals and presentation to boards of directors and committees.
- Knowledge of the roles played by national tour and travel organizations, travel agents, and tour operators.

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- Strong organizational skills and ability to foster positive and productive team relationships.
- Ability to make recommendations and to use resourcefulness and tact in solving new problems.
- Strong negotiating, analytical and research skills; ability to ascertain priorities and meet deadlines and objectives.
- Skill in the use of standard office computer equipment and software applications; ability to maintain accurate records and reports.
- Must be willing to travel.
- Ability to be a self starter with ability to set/achieve sales goals.
- Ability and mobility to set up displays, exhibits and transport corresponding materials.
- Ability to remain calm in stressful situations.
- Ability to take a teamwork approach to the job by cooperating with others, offering to help others when needed, and considering larger organization or team goals rather than individual concerns. Includes the ability to build a constructive team spirit where team members are committed to the goals and objectives of the team.

### **Machinery and Equipment**

This employee will be required to operate a computer, calculator, telephone, fax machine, copy machine, and other general office equipment.

### **PHYSICAL DEMANDS**

While performing the duties of this job, the employee will occasionally be required to sit, and to lift up to 40 pounds; regularly be required to use hands to finger, handle or feel, reach with hands and arms, climb or balance, stoop, kneel, crouch, or crawl, and will frequently be required to stand, walk, talk or hear. Vision requirements are close and distance vision, depth perception, and ability to adjust focus.

### **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job the employee will this job is a typical indoors office environment however occasionally be exposed to outdoor weather conditions when assisting with sports events and travel to different locations for meetings, site

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visits, trade shows and events. The noise level for this environment is moderate.

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