

JOB DESCRIPTION

JOB TITLE: CVB Sales and Services Manager

JOB NO: PM109212

JOB FAMILY: Professional

FLSA: Exempt

SAFETY SENSITIVE: No

Job description statements are intended to describe the general nature and level of work being performed by employees assigned to this job title. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required.

GENERAL SUMMARY

Serves as primary CVB sales person for the SMERF, sports, association and corporate meetings markets; coordinates all convention services for the Bureau; assists in coordinating the CVB volunteer program; and works to enhance the relationship between the Bureau and the local community.

SUPERVISION

General supervision is provided by the CVB Director.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. All behaviors comply with the Code of Conduct and Rules of Behavior outlined in chapter 8 of the General Government Policies and Procedures Manual.
2. Responsible for soliciting and booking group business for Mesquite hotels, meeting facilities and other venues, with a primary focus on booking hotel room nights in Mesquite with each group. Develop and implement marketing and sales plans and strategies to accomplish this purpose.
3. Solicit SMERF, association, sports and small meetings market. Work with Eastfield College, MISD, Chamber members, and local clubs and organizations to develop relationships and educate them regarding the Mesquite CVB, Mesquite hotels, facilities and community amenities.
4. Conduct direct sales efforts through convention bids, targeted sales missions, sales calls, and participation in trade shows and travel industry activity designed to reach consumers, group leaders, and meeting planners.
5. Conduct follow-up sales calls as a result of trade shows, marketplaces, or sales missions.
6. Plan and execute sales missions to Austin and other cities as determined by Director and CVB marketing plan.
7. Contact state association representatives by phone, letter or personal calls to research meeting needs and determine CVB's role for meeting those needs.
8. Utilize the TxMet system to identify leads and to keep updated with Mesquite meeting information.
9. Produce monthly sales report for CVB Director, including minimum number of sales calls per days as directed.
10. Utilize CVB database to maintain accurate and detailed records of prospect leads, new business, sales calls, existing client interaction, and group servicing activity.

11. Produce detailed expense reports at conclusion of each travel mission or sales trip.
12. Develop relationships and build partnerships with area businesses, attractions and hotels relative to Mesquite's hospitality industry. Maintain up-to-date records on contact people, facilities, etc., for all CVB records, brochures and other materials.
13. Handle all clients from initial contact through actual booking through the planning process and servicing to the conclusion of their meeting or event. Follow-up with post-convention evaluation. Maintain detailed records of all client interaction utilizing the CVB database.
14. Coordinate all services for each group, including working with CVB volunteers. Services may include any or all of the following: registration assistance, name badges, transportation assistance, promotional items, welcome bags, city tours, step-on guide, and other activities.
15. Keep accurate records of inventory. Inform CVB Director of all re-order needs for brochures or other materials.
16. Communicate regularly and maintain good relations with lodging facilities, convention center staff, attractions and other agencies to collect information for maintenance of meeting planner's guide, visitor's guide and other CVB publications and Web site.
17. Research and develop themes for "packaging" Mesquite to both groups and visitors. Organize package contents and create design for package presentation on CVB Web site and in special marketing.
18. Represent the Visitors Bureau in area, regional and state organizations such as DFWATC, or Dallas CVB as directed.

OTHER DUTIES AND RESPONSIBILITIES

1. Give oral presentations, as needed, to local clubs, organizations and meetings about Mesquite and Mesquite CVB services.
2. Assist CVB Director in working with CVB volunteers, including some training and other volunteer projects.
3. Administer special projects as requested by management.
4. Occasional overnight travel.
5. Perform other duties as assigned.

MINIMUM JOB REQUIREMENTS

EDUCATION

Bachelor's degree from an accredited college or university with major coursework in public administration, business administration, marketing or closely related field. Four years of related experience in the convention, tourism, hotel sales, or hospitality industries may substitute for the degree requirement.

EXPERIENCE

Two years related experience in the convention, tourism, hotel sales, or hospitality industries is required.

LICENSES AND CERTIFICATES

Possession of a valid Class C Texas driver's license.

COMPETENCIES

An employee's performance will be evaluated based on five competencies.

1) Job Knowledge; 2) Teamwork; 3) Customer Service; 4) Flexibility; 5) Work Ethic

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

General use of computers and internet, graphics, multi-media programs and other job-related software packages, including proficiency in Microsoft Office products.

Knowledge of methods and procedures used in solicitation of SMERF groups, sport associations and corporate meetings business as well as sales and marketing skills and techniques.

Relating to the general public, public officials and community leaders.

English usage, spelling, grammar and punctuation.

Excellent writing and speaking skills.

Skill in:

Assessing situations and developing strategies to achieve desired results; decision making and problem solving skills.

Interpersonal communications.

Establishing and maintaining harmonious and effective working relationships with fellow employees, Board members, City Officials, hospitality partners, other outside agencies and the public.

Ability to:

Work independently with little direction to meet deadlines and schedules, plan and organize work; Prepare and maintain files, records, and reports.

Prepare and present sales presentations.

Display professionalism.

Follow oral, written, and diagramed instructions.

Develop creative sales techniques, ideas, and solutions.

Pass a medical physical examination and drug screen.

Meet the City's driving standards and use personal vehicle.

PHYSICAL REQUIREMENTS/WORK ENVIRONMENT

Maintain effective audio-visual discrimination and perception needed for:

- *Making observations*
- *Reading and writing*
- *Communicating with others*
- *Operating assigned equipment*

Maintain physical condition appropriate to the performance of assigned duties and responsibilities which may include the following:

- *Sitting, walking and standing for extended periods of time*
- *Occasionally lift and carry objects weighing up to 34 pounds*
- *Occasionally bend, twist, squat, crouch, kneel and reach above the shoulder*

Director of Human Resources

Date

Deputy City Manager

Date

DATE ISSUED: December 2007