



*Travel Juneau's mission is to market Juneau to conventions, groups, and visitors.*

## **Job Title: Event and Group Sales Manager**

**General Summary:** *Under the direction of, and in collaboration with, the President & CEO, the Event and Group Sales Manager is responsible for selling Juneau, Alaska as a desirable event and meeting destination. The Event and Group Sales Manager is responsible for the research, qualifying and solicitation of events and meeting markets throughout Alaska and the U.S. via sales calls, email/newsletters, and tradeshow participation. Sales goals are set annually. This is a non-commissioned position.*

**Work schedule:** Full-time, Salaried, Overtime Exempt, Eligible for Hybrid/Remote Work

**Salary range:** \$64,000 - \$68,000 DOE

**Reports to:** President & CEO

**Benefits:** Optional Medical & 401(K)

### **Primary Duties & Responsibilities:**

#### *Direct Sales*

Prospect for new and re-occurring event and meeting business through the solicitation of associations, agencies, corporations, and professional meeting planners in qualified markets to produce sales leads and definite bookings for Juneau's hotel properties, caterers, and facilities.

#### *Sales Initiatives*

Implement the Event and Group Sales Plan, which includes sales calls in target markets, site visits, industry trade shows and other activities as designated. Arrange and escort clients on familiarization (FAM) trips and site inspections, and coordinate meetings between clients and Travel Juneau partners. Prepare bid proposals; coordinate and conduct bid presentations on behalf of the community of Juneau. Plan and schedule targeted print and online advertisements in trade publications and websites; plan and schedule social media campaigns. Work with Destination Marketing department to develop and deliver PR and social media campaigns.

#### *Stakeholder and Client Relations*

Create and maintain solid working relationships with local hoteliers, caterers, Centennial Hall staff, and other service providers. Meet with association or corporate executives, planners, and committees to assist as necessary in the selection of Juneau as an events and meetings destination. Provide additional planning and other planner services as appropriate and requested (service after the sale).

#### *Budget Preparation and Management*

Work with President & CEO to prepare the department's annual budget and marketing plan. Maintain control of budget throughout the year to ensure all marketing dollars are spent and accounted for appropriately. Monitor and update planner perks, such as the rebate program.

#### *Database Management*

Make full use of Travel Juneau's client relationship management (CRM) database to meet department sales objectives, communicate with clients, and maintain client accounts and meeting records. Prepare monthly reports to the Board of Directors from information in CRM.

### *Website Management*

Work with assigned office staff to maintain the Event and Group Sales portion of the Travel Juneau website, including the acquisition of fresh images and content as needed.

### **Qualifications:**

#### *Academic*

Candidates with a bachelor's degree (BA or BS) are preferred. At least five years of applicable work experience and/or Certified Meeting Planner (CMP) designation may substitute for the secondary education requirement.

#### *Knowledge, Skills, and Abilities*

The Event and Group Sales Manager will have demonstrated sales success in a hotel or convention bureau setting (a minimum of three years) or have at least three years' experience as a meeting planner for a state, regional or national association or corporation, or other applicable work experience. Must be proficient with MS Office, Google Docs, and Drive, as well as presentation software. Experience with database and sales tracking software is preferred but not required.

Additionally, the Event and Group Sales Manager will have excellent verbal/written communications in English and excellent public presentation skills.

#### *Personal Characteristics*

Proven ability in cultivating and maintaining solid working relationships with widely diverse individuals, organizations, and groups. Must be friendly, good-humored, patient, organized, and supportive of Travel Juneau's mission.

#### *Other requirements*

Must be able to lift and carry 50 pounds. Must have a valid Alaska driver's license and the ability to maintain a flexible work schedule that includes occasional early mornings, evenings, and weekends. Must be able to travel independently several times a year both in and out of state via commercial airlines. Some work-related travel can be as many as 6 days long.

### **General Work Environment**

Travel Juneau currently employs seven full-time staff, one part-time, and two seasonal staff; regular staff work from our administrative office located at 800 Glacier Avenue in downtown Juneau in a business/business casual office environment. All full-time regular staff participate in periodic after-hours and weekend events, often assisting each other. Travel Juneau offers a hybrid workplace as well as limited remote working opportunities.

### **Vaccination Requirement**

All Travel Juneau employees are required to be fully vaccinated against COVID-19 prior to hire and be prepared to show proof of vaccination. This is for the safety of our small team.

*The above information on this position description has been designed to indicate the general nature and level of work performed by employees holding this position. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this position.*

**To apply, email 1) cover letter; 2) current resume; 3) contact info for three (3) professional references to [staff@traveljuneau.com](mailto:staff@traveljuneau.com) Position open until filled. No calls.**