



CHANGE YOUR PERSPECTIVE

## Job Description

---

**Job Title:** Sr. National Sales Manager  
**Reports To:** VP Sales, Services & Sports  
**Revision Date:** October, 2022

**Department:** Sales, Services & Sports  
**FLSA Status:** Exempt

### POSITION SUMMARY

Visit Albuquerque, a premier marketing organization in the Southwest, seeks a motivated and experienced Sales Manager to promote and sell Albuquerque as a prime convention and meeting destination and booking conventions thereby stimulating Albuquerque's economic development for growth. This is accomplished through daily prospecting efforts and industry events, online and various client contact opportunities. To achieve specific room night and lead sales goals as assigned, which may be reviewed and adjusted at any time based on business needs. Supports the department initiatives while providing leadership and mentoring to less experienced staff and wherever needed.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

- Exercises discretion and independent judgment in the stimulation of economic growth for the destination by marketing the city of Albuquerque as a meeting and convention destination
- Generates new business through personal sales calls, phone calls, direct mail, e-mail, and other sources: to achieve assigned room night production goals.
- Solicits, coordinates and prepares hotel proposals and bid documents to be presented for meeting planners' consideration.
- Maintains and replenishes prospecting client pipeline to consistently include number of clients as assigned
- Regularly meets or exceeds sales goals
- Develops and maintains professional relationships with clients and VisitABQ partners.
- Attends virtual and out of town tradeshow, sales missions, networking meetings and local meetings to solicit convention business.
- Conducts ongoing research on potential groups that may be a good fit for Albuquerque using analytical tools to come to a conclusion.
- Writes bid proposals for client consideration of Albuquerque for conventions and meetings.

- Composes marketing presentations to local members of national and regional associations and corporations to enlist their aid in booking future conventions given by telephone, email or in written format.
- Selects appropriate marketing materials to accompany and augment written or personal presentations to boards of directors, convention delegates or site selection committees across the United States as needed in order to win Albuquerque's selection as an event site.
- Evaluates and recommends what amenities and incentives will be offered to potential clients to assist with their selection and provide the necessary marketing material to encourage the decision.
- Performs a wide range of administrative tasks related to servicing conventions and clients, including correspondence, copying, posting data, coordination and shipment of collateral and tradeshow booth, preparing and delivering in-room gifts, and distributing Visitors Guides and promotional material as needed to booked and non-booked groups.
- Prepares and requests in kind request forms for services provided by partners.
- Must have a strong working knowledge of the city of Albuquerque with a deep understanding of hotel, venue and off-site capabilities.
- Uses computer and software to manage account base.
- Continually network with existing clients in search of new client referrals.
- Maintain a strong broker role in the negotiation process of all qualified leads in an effort to increase conversion ratio.
- Maintain regular contact with existing clients in order to understand business changes and nurture strong rapport with them.
- Occasional overnight, weekday and weekend travel is required and must be able to work off hours on occasion.
- Responsible for pre-planning, target marketing, pre- and post-mailers for trade shows.
- Coordinates and conducts in person and virtual site tours for qualified meeting planners showcasing facilities and attractions in the city.
- Coordinates & participates in Buyer Education Trips (BETs) programs for groups of meeting planners from across the country. Responsible for inviting qualified clients to each BET.
- Assists meeting planners with referrals to local service providers.
- Handles special projects as assigned and supervises budget for each project.
- Analyzes tradeshow values to make recommendations regarding the best return on the company's investment.
- Must have reliable transportation and be able to travel to visit off-site appointments.
- Must have valid registration, appropriate insurance, a good driving record and possess a valid NM Driver's

License.

- Must maintain a professional appearance at all times keeping within industry standards.
- Demonstrates professional and ethical conduct at all times in accordance with Company policy.
- Contributes to a positive workplace environment by demonstrating superior customer service skills in dealing with internal and external customers, speaking positively when referring to Visit Albuquerque, and acting and speaking in a courteous and professional manner at all times.

## **QUALIFICATIONS**

### **Education/Experience**

Bachelor's degree (B. A.) from four-year college or university with at least five years specifically-related sales experience or equivalent combination of education and experience. Degree in Hospitality or Business is desirable.

### **Required/Acquired Skills, Knowledge and Competencies**

- Knowledge and appreciation of Albuquerque, its hotel product and destination venues.
- Ability to perform outside sales functions.
- Must be able to operate personal computer including lap top computer or iPad when traveling.
- Ability to learn and be proficient with industry specific software (Simple View) required.
- Intermediate to advanced knowledge of MS Office software including Outlook, Word, Excel, and PowerPoint.
- Must be able to prioritize multiple responsibilities and meet deadlines.
- Strong analytical skills to be able to determine quality of business that results in best suited business opportunities.
- Demonstrated ability to develop client relationships.
- Demonstrated strong written, verbal and presentation communication skills.
- Must be able to write and initiate marketing and budget plans.
- Ability and willingness to make routine decisions independently.
- Develop or continue improving knowledge of Hospitality, Convention or Tourism business.
- Organized and able to establish and maintain accurate filing systems.
- Skills and ability to operate general office machines such as computer, typewriter, fax, copiers, telephone, etc.
- Excellent interpersonal and presentation skills.
- Demonstrated sales and negotiation skills.
- Demonstrate professional and ethical conduct at all times in accordance with Company policy.

- Demonstrated ability to effectively present information and respond to questions from groups, clients, customers, and the general public.
- Must be well groomed and maintain a professional appearance at all times in keeping within industry standards.

## **PHYSICAL DEMANDS**

Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of the job.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; and talk or hear. The employee frequently is required to stand and walk. The employee is occasionally required to reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, and ability to adjust focus.

Frequent air, train or automobile travel may be required.

Occasionally constructs and dismantles tradeshow booths, which may require lifting, carrying, and movement of support materials (i.e. Visitors Guides, etc.) weighing up to 50 pounds.

## **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, the employee is frequently exposed to outside weather conditions. The noise level in the office work environment is usually moderate.