



Convention Sales Manager/Corporate & Government Group

Job Category: Sales

Reports To: Director of Convention Sales

Summary: The Convention Sales Manager is responsible for performing sales activities that promote the Tri-Cities to meeting planners to attract conventions, trade shows and conferences. The Convention Sales Manager will be adept at closing sales pertaining to the market segments assigned. The successful candidate will possess exceptional communication skills and have a proven track record in sales.

Duties & Responsibilities:

- Contact meeting planners to promote and sell the Tri-Cities as a premier convention destination.
- Assist in planning and coordination of sales programs that will highlight the area as a desirable conference location.
- Create innovative strategies to secure meetings and events.
- Support the sales effort by conducting sales calls and participating in sales blitzes, tours, site inspections and tradeshow as assigned.
- Research and study current trends, events and significant changes to the corporate and government group market which may include reading of industry periodicals, attending market specific events and internet research.
- Prospect events currently taking place outside the area that are potentially a good fit for the Tri-Cities. Aggressively pursue new bookings/events.
- Maintain good product knowledge of the destination including tourism assets and amenities, hotels and meeting venues, and area services.
- Maintain positive relationships with industry partners and customers.
- Support department efforts in collecting data for post-convention reporting.
- Responsible for achieving booking and lead generation goals as assigned.
- Keep accurate and current information on all groups that have or may utilize area's meeting facilities.
- Track daily sales calls and call volume.
- Provide monthly sales information to Director of Convention Sales for inclusion in department reports.
- Various other duties as assigned to support the Director of Convention Sales.

Requirements:

- Four-year degree from an academic institution or equivalent industry experience.
- Two years' experience in sales.
- Experience in the tourism industry preferred.
- Strong computer skills and knowledge of Microsoft Office and database management.
- Good communication and organizational skills.
- Ability to exercise judgment and diplomacy in a wide variety of public contact situations.
- Travel required.
- Clean driving record and ability to lift 25lbs.

Benefits:

- Salary Range: \$50,000-\$57,000 annually
- Employer paid health/dental/vision/long term disability insurance premiums after 90 days.
- 401K with employer match
- Paid vacation and sick leave
- Paid holidays
- Professional Development
- Hybrid Work Schedule (office and remote)

To apply, submit resume and cover letter to Lara Watkins, Director of Convention Sales at Lara@VisitTri-Cities.com or via LinkedIn: <https://www.linkedin.com/jobs/view/3163391057/>