



Position
Group Services & Special Project Manager
Visit Mesa
Mesa, Arizona

OVERVIEW:

The Group Services & Special Projects Manager is a fundamental role for all sales departments and group execution within Visit Mesa. The Group Services & Special Projects Manager will be able to effectively manage a full workday servicing group needs of sales department directors, its clients and play a valuable role in the destination group experience. This position requires an individual that is enthusiastic, highly motivated, extremely driven and who can work both autonomously and as part of a team. The position focuses on group services, while also handling multiple tasks as assigned. The Group Services & Special Projects Manager will directly report to the Senior Director of National Sales (Services), while also serving client-driven needs from other department heads. This position will also serve as support for the Mesa Visitors Center as needed.

GROUP SERVICES:

- Develop and coordinate pre-planning site inspection itineraries for booked/contracted groups.
- Coordinate Group Meet and Greets during FAMs and site visits for contracted groups.
- Proactively coordinate and manage highly detailed event operations as requested by clients/group planners and/or Visit Mesa-operated events (all departments: Sports, TIS and National Sales).
- Schedule, coordinate and oversee Visit Mesa support staff during events/meetings.
- Share cashier duties including handling cash, operating credit card processors and recording sales at events and meetings as requested.
- Proactively manage - and be solely responsible for - the destination experience for all booked/ contracted groups and clients.
- Conduct and manage follow up communication with booked/contracted group clients to ensure success of the Conference Services Client Satisfaction Survey Program.
- Serve on Local Organizing Committees as assigned by Sales Directors.
- Manage and send out all group service request leads; “own” client/group planner and partner relations.
- Develop and manage every client/group relationship, while ensuring a customer-centric approach.
- Successfully service all booked/contracted group needs in market ensuring repeat group business.
- Successfully upsell group planners with additional services to support their meetings/events and provide measurable results.
- Proactively manage the fulfillment of the City Limitless® Group Incentive Program, adhering to internal business processes.
- Attend and engage in the National Sales group hotel Pre-Con meetings.
- Efficiently collect and track room block pick-up for all booked/contracted groups within one week of group departure.
- Measurably promote and upsell Visit Mesa Partner services to planners of booked/contracted groups.
- Track Partnership trade in CRM (Excel Chart) and update staff quarterly on trade available for planner/ client use; all items to be stored securely by Director of Administration.
- Responsible for managing the measurable success of the Visit Mesa Convention Welcome Program; to include timely communication updates, group arrival announcements and window signage with Downtown Mesa partners and store-fronts for group welcome publicity on Main Street core.
- Prepare sales department tradeshow booth, collateral, table displays and materials for shipments or delivery for booked/contracted programs, tradeshow and sales missions.
- Promote and upsell coupon/special deals offers from Industry Partners for website/Travel App to group planners.
- Promote and upsell the Visit Mesa Travel App to coaches, meeting planners and group contacts as a way for attendees to secure coupons and discounts during stays, highlighting value points of our destination.
- Manage onsite activation at sports events to include but not limited to: registration & check in, ticketing, expo tables, merchandise tables, usher/parking, etc.

- Coordinate specific sporting event needs, details and logistics with partners to ensure success –take ownership and follow through on activation.
- Proactively coordinate printing, signage, merchandise, badge orders and promo items for sports events, conferences and sales needs.
- Develop & Maintain Visit Mesa group volunteer database.
- Coordinate social media plan for designated sports events and clients.
- Coordinate welcome packets for sports groups, and gift bags and amenities for national sales groups by scheduled deadlines.
- Develop a process for individual and organizational success. Make it repeatable.
- Proactively develop and manage strong hotel Conference Services Manager/Event Manager business relationships.
- Manage department and position responsibilities efficiently, timely and according to hard internal and external deadlines.
- Proactively use sales, marketing, social media and both internal and external tools (CRM, CMS, printed collateral, videos, photo library etc.) readily available for the success of this position and department.
- Proactively commission partner photography opportunities for important Visit Mesa and/or client events.
- Develop and successfully manage an annual departmental budget, including adhering to proper financial processes and guidelines described in the employee manual.

TEAM SKILLS:

- Enthusiasm for the Visitor Industry with a strong emphasis on customer service and client satisfaction.
- Adherence to showcasing Mesa City Limitless® as the premier travel destination in Arizona.
- Capacity to take direction, learn by active engagement and be a departmental leader.
- Ability to work in a highly motivated team environment.
- Top performer. Self-driven. Ability to work individually and manage high-level of performance.
- Results are expected. Performance is key. Ability to thrive in a highly measurable and driven environment. Have fun!

Expectations:

The Group Services & Special Projects Manager is expected to adhere to all Visit Mesa rules of employment as described in the employee manual. All duties are subject to change.

Qualifications: Bachelor's degree in tourism, hotel management, recreation, marketing, business or related profession is preferred. A minimum of two years of experience working in conference services, hospitality sales or the meetings/events industries is strongly recommended. Familiarization with hotel and industry group sales is preferred. Strong sales acumen, as well as business follow-up and process development skills are required. Professional and proactive communication skills are a must with clients and partners. Self-starter, highly motivated, top performer and independent worker within a team environment are required. Ownership of departmental responsibilities and drive for individual and team success is required. Familiar with corporate finance management and processes is required. Knowledge of Microsoft Office applications including Word, Outlook, Excel, and PowerPoint required; knowledge of Adobe applications is recommended. Strong writing and verbal communications are expected.

Position Information:

Full-time, exempt position with full health benefits, as well as 401K opportunity

Salary compensation (DOE)

Required schedule: Monday – Friday, 8 AM – 5 PM, additionally some evening and weekend hours required

To Apply:

Send resume to:

Jennie Denison
National Director of Sales
Visit Mesa
jennie@visitmesa.com

The position is open until filled.