



Wisconsin Dells Visitor & Convention Bureau Job Description

Job Title: Sales Manager
Department: Sales
Reports To: Director of Sales
FLSA Status: Exempt
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Summary This position is responsible for active solicitation of marketing the Wisconsin Dells area as a viable location/destination for meetings and conventions, sporting events and tournaments, and preformed groups.

Direct Sales (80%)

Solicit new leads through sources such as memberships, in person events, and marketing referrals.

Maintain existing client relationships through phone calls, emails and general correspondences.

Conducts site tours and familiarization tours as appropriate.

Prepares customized bid proposals and conducts bid presentations.

Attend trade shows, conferences, and association meetings as related to assigned market segment(s), including registration, travel arrangements and appointment setting.

Administrative & General (20%)

Contribute to the planning and execution of sales marketing activities including: advertising, public relations, internet, direct mail, sales blitzes, etc.

Maintain a well-informed, working knowledge of area facilities, amenities, attractions and services.

Monitor and evaluate competitive destinations efforts as related to group marketing and sales.

Develop and maintain relationships which enhance and support organizational efforts relative to events.

Attend member related events and actively participate in WDVCB, Wisconsin Dells Festivals and other related company sponsored events as requested.

Supervisory Responsibilities

This job has no supervisory responsibilities.

Core & Job Specific Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

Core Competencies:

Dependable

- Diligent - Completes all tasks of a job in a timely and accurate fashion. Does what they say they will do with no excuses. Does not need reminders. Works to completion regardless of hours necessary.
- Ethical - Performs all work with the highest level of integrity, inspires trust. Does the right thing, especially when no one is looking. Maintains confidentiality.
- Plans Well - Plans and prioritizes appropriately. Plans for needed resources. Completes all coaching plan actions.
- Efficient - Uses both time and resources without waste.
- Attendance - Plans absences in advance and with notice.
- Punctual - Is on time for work, meetings and appointments.
- Plays by the Rules - Follows the rules, policies and guidelines of the WDVCB.

Respectful

- Adaptable - Adapts to change easily and with little resistance.
- Communication - Communicates clearly, genuinely and in the most efficient manner.
- Coworker Champion - Compliments the achievement of others and recognizes and celebrates extra effort.
- Open - Listens to others opinions and ideas and respectfully disagrees when theirs differ.
- Team Player - Offers assistance wherever and whenever needed and shows gratitude for assistance.
- Courteous - Is courteous and professional to all visitors and coworkers, doesn't pre-judge and never speaks negatively about them.
- Time Management - Is mindful of others workloads and schedules.

Positive

- Work Face - Professional in all communication and "checks life at the door". Exhibits genuine enthusiasm and enjoys their work.
- Problem Solving - Looks for solutions and offers suggestions instead of complaining.
- Upbeat - Looks for the good in everything – their energy brings others around them up. Avoids dramatic and negative people.
- Leadership - Portrays traits and behaviors that others want to emulate.
- Walks the Talk - Consistently displays positive, "glass half full" attitude – doesn't just say "I'm positive!"

Coachable

- Growth - Wants to improve, knows they have more to learn and room to grow.
- Team Player - Appreciates others opinions and wants to learn from them.
- Reflects - Looks in the mirror; reflects on their thoughts and actions as contributing factors and not that of others.
- Change - Applies coaching and feedback to prevent issue/error reoccurrence.
- Acceptance - Accepts and learns from constructive criticism.

Job Specific Competencies:

To perform the job successfully, an individual should demonstrate the following competencies:

Achievement Focus - Sets and achieves challenging goals, demonstrates persistence and overcomes obstacles, measures self against standard of excellence, recognizes and acts on opportunities and takes calculated risks to accomplish goals.

Business Acumen - Understands business implications of decisions; Demonstrates knowledge of market and competition; Aligns work with strategic goals.

Innovation - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas.

Judgment - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

Oral Communication - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively.

Qualifications to perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Bachelor's degree (B. A. in communications, marketing, business or journalism) from four-year college or university; or one to two years related experience and/or training (group sales or tourism experience highly desirable); or equivalent combination of education and experience.

Language Skills

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

Mathematical Skills

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute ratio, and percent and to draw and interpret bar graphs.

Reasoning Ability

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills

To perform this job successfully, an individual should have knowledge of Spreadsheet and Word Processing software. Contact management software knowledge desirable.

Other Qualifications

Travel required.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to sit; use hands to type, and talk or hear. The employee is occasionally required to stand and walk.

When attending trade shows lifting and carrying of materials no more than 40 lbs. may be required.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually quiet.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.