



Wisconsin Dells Visitor & Convention Bureau Job Description

Job Title: Sales Manager
Department: Sales & Marketing
Reports To: Assistant Director of Sales
FLSA Status: Exempt
Last Updated By: Kyra Popp
Last Updated Date: 10/23/2018
Consultant Review Date:

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 involving overnight accommodations with specific emphasis on new, national business.

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.

ESSENTIAL DUTIES & RESPONSIBILITIES

In addition to the tasks summarized below, other duties may be assigned.

Direct Sales (est. 80%)

- Identify prospect and contact accounts with emphasis on new, national accounts, to qualify them for future convention and event business for Wisconsin Dells.
- Organize and develop sales proposals and conduct bid presentations.
- Generate new leads through sources such as memberships, in person events, and marketing referrals.
- Maintains existing client relationships through phone calls, emails and general correspondences.
- Conducts and accompany clients on site inspections, showcasing facilities and area benefits.
- Attends trade shows, conferences, and association meetings as related to assigned market segment(s) follow up to generate leads for destination.

Administrative & General (est. 20%)

- Contributes to the planning and execution of sales marketing activities including: advertising, public relations, internet, direct mail, sales blitzes, etc.
- Maintains a well-informed, working knowledge of area facilities, amenities, attractions and services.
- Maintain familiarity with competitive destinations and facilities to effectively sell Wisconsin Dells.
- Develops and maintains relationships which enhance and support organizational efforts relative to events.
- Promptly administer all necessary work records, including expense reports and appropriate sales reports.
- Attend member related events and actively participate in WDVCB, Wisconsin Dells Festivals, Inc. and other related company sponsored events as requested.

Supervisory Responsibilities (est. 0%)

- This job has no supervisory responsibilities.

ORGANIZATIONAL COMPETENCIES

To perform the job successfully, the individual should demonstrate the following competencies. It is expected that WDVCB employees are:

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.

QUALIFICATIONS

To perform this job successfully, the 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.

Other Qualifications

- Travel required.

Certificates, Licenses, Registrations

- Current driver's license and clean driving record required.

Required Skills

- *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.
- *Sales Skills* – Proven skills in account management, direct sales, sales presentations (oral and written) and trade show exhibiting required. Strong sales and negotiation skills. Motivated, self-starter and goal-oriented. Superior customer relation management skills with a proven track record of exceeding expectations.
- *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. Strong analytical skills to be able to determine quality of business and best suited business opportunities for destination. Strong organizational and time management skills. Strong commitment to quality and accuracy.
- *Computer Skills* – To perform this job successfully, the individual should have strong computer skills. Proficiency with Microsoft Office Suite. Contact management software knowledge desirable.

EDUCATION AND/OR EXPERIENCE

- Bachelor's degree in business or hospitality preferred.
- Minimum of five years sales related experience (destination, hotel or convention sales highly desirable), or equivalent combination of education and experience.
- Ability to identify customer needs, excellent follow through and closing skills.
- Ability to network, establish and maintain effective client and other business relationships.
- Ability to be flexible and think creatively in meeting customer needs.
- Ability to develop and write effective proposals, and business correspondence.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by the 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, talk, and hear.
- The employee is occasionally required to stand and walk.
- When attending trade shows lifting and carrying of materials no more than 50 pounds may be required.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those the 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 to moderate.