



*Get Up and Go!*

## JOB DESCRIPTION

POSITION: Senior Sales Manager

MARKET: Associations – State, Regional, and National

REPORTS TO: Director of Sales & Marketing

STATUS: Full time / Exempt

FACILITY: Bayfront Convention Center

CLOSING DATE: June 6<sup>th</sup>, 2022

POSITION  
SUMMARY:

The Senior Sales Manager position shall be responsible for the management and administration of executing the event space rental, booking and contracting for all State, Regional and National Association based business for the Bayfront Landing Complex.

The Senior Sales Manager will be responsible for meeting or exceeding budgeted sales activity and revenue goals established by the Bayfront Landing leadership team and will include revenue measurements at both the Bayfront Convention Center, Sheraton Erie Bayfront Hotel, and Courtyard by Marriott Erie Bayfront. This position will be a direct employee of Erie Events; the organization that oversees the Bayfront Convention Center.

This person will also be expected to assist the organization in achieving other non-revenue related objectives such as hotel convention room night production, economic impact and customer satisfaction.



809 French Street • Erie, PA 16501 • [www.erieevents.com](http://www.erieevents.com)

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**QUALIFICATIONS:** Bachelor's Degree in Facilities Management, Business Administration, related field, or equivalent experience. Experience in public assembly facilities or hospitality industry preferred but not required. He/she must be bondable and pass a security/reference check. Candidate must be able to establish and maintain effective working relationships with superiors, other staff, vendors, and public.

He/she must be well organized and detail-oriented. He/she must be able to work non-standard work week. Candidate must be able to walk, climb, lift fifty pounds and have manual dexterity and motor coordination.

**SALARY:** \$55,000 - \$70,000 w/Bonus Plan + Comprehensive Benefits Package

#### SENIOR SALES MANAGER JOB DESCRIPTION:

- Actively seek out and prospect for business opportunities that meet the sales objectives of the organization.
- Respond quickly to all business inquiries in a timely, thorough and professional manner.
- Research and qualify the appropriateness of groups for the facility.
- Develop and maintain strong relationships with meeting planners, particularly within the state association market.
- Utilize active listening and open-ended questioning in order to understand and address customer needs and wants.
- Maintain a strong working knowledge of all Erie Events properties, particularly the bayfront properties, in order to positively influence prospective customers.
- Conduct hotel and convention center site visits with prospective new clients. Must be well versed in the features and benefits associated with all elements of Bayfront Landing in order to secure future business opportunities.
- Use computer terminal and designated software to enter and retrieve information to support departmental activity. Use various types of events booking software for the "triplex" to gain access to work orders and maintain accurate logs within the electronic diaries to ensure proper communication between BCC and hotel departments. Must also appropriately follow-up with clients

utilizing the built-in systems of booking software, including calls to follow-up on proposals, re-book business, send thank you cards etc.

- Act as Bayfront Landing's sales representative both locally and out of town for various market segments as assigned.
- Foster coordinated sales efforts with other members of the city's hospitality industry with special emphasis and strategies related to Visit Erie.
- Attendance and or travel may be required for meetings/events, including trade shows, client visits and prospecting calls.
- Participate in business review calls and telephonic meetings as directed.
- Participate in regular property visits as directed by Bayfront Convention Center Director of Sales & Marketing, if working on a remote basis, for the purpose of meeting face to face with key staff members.
- Strategic participation on Boards, Committees, or Taskforces within the hospitality industry.
- Provides clear, concise and timely communication across the organization.
- The Senior Sales Manager shall assist in developing and implementing sales strategies to meet budgetary requirements; in developing and implementing operational policies and procedures designed to promote efficiency and quality of service within the department and coordinate the most efficient use of event space and time.
- Maintains an awareness of industry trends and developments.
- Performs other duties as assigned by the Bayfront Convention Center Director of Sales & Marketing.

**Erie Events is an Equal Employment Opportunity Employer:  
Minority/Female/Disability/Protected Veteran**