



Get Up and Go!

JOB DESCRIPTION

POSITION: Sales Manager
FACILITY: Bayfront Convention Center
REPORTS TO: Director of Sales & Marketing
STATUS: Full time / Exempt
CLOSING: December 10th, 2021

POSITION SUMMARY:

The Sales Manager position shall be responsible for actively selling event meeting space for the Bayfront Convention Center. The Sales Manager will be responsible for meeting or exceeding annually budgeted sales revenue goals within assigned market segments. Targeted market segments are as follows: SMERF: Social, Military, Educational, Religious, Fraternal and Weddings. The candidate will be expected to achieve their revenue goals while simultaneously supporting the organization's non-revenue related objectives such as hotel room night production, economic impact and customer satisfaction. The 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 space and time.

QUALIFICATIONS:

Bachelor's Degree in Business Administration, related field, or equivalent experience. Experience in public assembly facilities or large-scale hospitality 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

SALES MANAGER JOB DESCRIPTION:

- Actively and consistently seek out and prospect for business opportunities that meet the sales objectives of the organization
- Follow up with past clients for future opportunities and to seek referrals
- Respond quickly to all business inquires in a timely, thorough and professional manner.
- Research and qualify the appropriateness of groups for the facility, based on the long-term business mix objectives of Bayfront Landing.
- Depending on market assignment, may be required to coordinate the event details for incoming groups booked.
- Utilize active listening and open-ended questioning in order to understand and address customer needs and wants.
- Conduct site visits with prospective new clients to demonstrate building capabilities and provide planning information, rate fees, policies and procedures for event and show managers to establish space and time requirements for bookings.
- Use computer terminal and designated software to enter and retrieve information to support departmental activity. Use event booking software to gain access to work orders and maintain accurate logs within the electronic diaries to ensure proper communication between BCC 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 BCC sales representative both locally and out of town to 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 our sister hotel properties and Visit Erie.
- Attendance and or travel may be required for meetings/events held off-site, including trade shows, client visits and prospecting calls.
- Assist the administrative assistant with coverage to answer phones, assist guests, etc., when requested and as needed as schedule permits.
- Provides clear, concise and timely communication across the organization.
- Maintains an awareness of industry trends and developments.
- Performs other duties as assigned by the BCC Director of Marketing and Sales.

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