**JOB DESCRIPTION:** Leisure Travel Sales Manager

**Department:** Sales

**Office Location:** Hattiesburg Visitors Center

**Shift:** Varies; will include nights, weekends, and holidays as required

**SUMMARY:** The Leisure Travel Sales Manager is responsible for leading the aggressive development and implementation of short-term sales strategies and tactics with the objective of attracting visitors to Hattiesburg that have an interest or connection to leisure travel, including outdoor recreation, youth sports, events and festivals, golfing, motorcoach tours, bicycle touring and excursions, family and military events and reunions, and other general tourism interests. The generations of overnight stays in Hattiesburg is the top focus with daytrips as an important secondary initiative. The Leisure Travel Sales Manager participates in and leads the general sales efforts of VisitHattiesburg to promote and sell Hattiesburg and the Pine Belt to groups and individuals in the aforementioned categories. This position requires building and managing strong meetings industry relationships locally and statewide as they support the mission, goals and objectives of VisitHattiesburg. This work is independent and requires an innovative, outgoing, self-starter.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

These duties and responsibilities are intended to describe the general nature and level of work being performed by the individual assigned to this position. They are not intended to be a complete list of all duties, responsibilities, and/or skills required. Other tasks may be assigned as needed.

- Provide top-line industry leadership and management of all leisure sales activities, including: participation in annual budget creation and management; researching and fully developing market segment targets; development and execution of sales campaigns, and industry interaction.
- Primary external responsibility is the promotion of Hattiesburg as a leisure travel destination.
- Maintains positive and cooperative relationships with area hotels and attraction general managers, working closely with hotel GMs/Directors of Sales and other members of the city’s hospitality industry on coordinated sales efforts.
- Collaborate on strategic planning with other VisitHattiesburg staff to establish departmental goals, develop sales materials, brand tradeshow presence and promotions to increase sales.
- Represents Hattiesburg locally and out-of-town with a primary sales focus of potential out-of-town leisure travelers, recreational groups, and relevant parts of the SMERF market.
- Research, identify, work with and solicit group tour planners, motorcoach operators, travel writers, sports tournament planners, golf wholesalers, bicycling groups, military and alumni associations and others to generate overnight visitation.
- Contacts prospective user groups and individuals to initiate sales efforts.
• Maintains awareness and communicates activities of competing cities and trends in the leisure travel industry to VisitHattiesburg leadership.
• Ensures that sales efforts are progressing and meeting goals, targets, etc.
• Attends and participates in trade shows, industry meetings, sales efforts, bid presentations, and sales calls to promote Hattiesburg as a leisure destination.
• Develops and conducts personal marketing and promotional visits to potential clients and makes presentations in bidding on groups.
• Provides on-site Red Carpet Services to appropriate recreational groups and leisure travel events in Hattiesburg.
• Assist in the implementation of community-wide hospitality training program.
• Perform related duties and responsibilities as required.

SPECIAL CHARACTERISTICS AND ABILITIES

• Must have a passion for Hattiesburg and tourism to Hattiesburg.
• Must possess the ability to work in a fast-paced work environment and have excellent written and verbal communication skills.
• Must be well organized with the ability to prioritize and handle multiple assignments and be willing to get involved in projects with varying degrees of difficulty.
• Must demonstrate willingness to work as an individual and in a group.
• Must have strong desire for tourism sales with focus on career and industry growth.
• Will maintain a cooperative, team-like attitude in working with supervisors and fellow employees including other departments.
• Must establish and maintain effective working relationships with clients.
• Ability to establish/develop selective selling techniques for soliciting events and groups during dates most beneficial to the local visitor economy.
• Ability to make verbal presentations to groups of various sizes.
• Will demonstrate exceptional skills in sales, customer relations, communications, and problem solving.
• Ability to work independently, exercising good judgment, and initiative.
• Ability to prepare appropriate reports, correspondence, memoranda, agreements and budget projections in a highly professional manner.
• Ability to project and recognize potential problems and implement corrective action.
• Provides the highest customer service excellence.

EDUCATION, experience and OTHER REQUIREMENTS:

• Bachelor degree in business, marketing or related field.
• Minimum of 5 years’ experience in Hospitality, Tourism Sales, Operations, Sales Management in hotel industry, destination management organization, tourism-related entity or appropriate field.
• Minimum 2 years of experience leading a team or managing employees.
• Education and experience may be evaluated to meet minimum requirements.
• Knowledge of leisure travel and hospitality, and other related tourism industries required.
• Must show pattern of significant growth and consistency in prior work experience.
• Must have valid driver’s license and be approved by VH insurer to operate personal or fleet vehicles.
• Must be free to travel as needed to carry out organizational goals.
• Must be able to lift up to 25 lbs. and transport equipment and materials for use in work tasks.