



SALES AND VISITOR SERVICES MANAGER

The Hattiesburg Tourism Commission, doing business as VisitHATTIESBURG, is the official Destination Marketing Organization (DMO) for Greater Hattiesburg, MS. Created to promote Hattiesburg and its tourism industry to potential visitors, the mission of the DMO is to increase overnight bookings for both leisure and corporate travel with the ultimate goal of growing the economic impact of visitors on the local economy. The role of the Sales and Visitor Services Manager is to increase group travel sales and services efforts for the DMO.

This role is a full-time, salaried position with benefits. The Sales and Visitor Services Manager will report directly to the Director of Programs and Development and must have the ability to manage goals and objectives that support VisitHATTIESBURG's strategic plan and mission of attracting visitors to Greater Hattiesburg from outside of a 60-mile radius. To this end, the position will assist with the development and implementation of an overall destination sales and services plan, including:

- Actively promote Greater Hattiesburg as a meeting and event destination for conventions, seminars, trade shows, sporting events, and motorcoach tours through sales calls, direct mail campaigns, digital marketing, prospecting new business, sales blitzes, co-op initiatives, industry trade shows, and local hotel association and tourism partner outreach
- Create, organize, and implement sales strategies for prospective meeting and event clients
- Build and sustain a comprehensive understanding of Hattiesburg's accommodation, meeting and event venue, and other tourism partners and collaborate on industry best practices, marketing ideas, and sales goals
- Maintain a strong awareness of industry market factors that impact the DMO's ability to promote Hattiesburg as a strong meeting destination
- Represent Greater Hattiesburg at specified industry meetings and trade shows, following up on lead generation using the software platform in place at the DMO
- Integrate and maintain best practices in DMO software platform and database usage internally for accurate tourism asset inventory and externally with hotel/tourism partners
- Promote DMO services to meeting and event executives for recruitment purposes, including conducting site visits and preparing RFPs for potential clients

- Assist in implementation of sales initiatives and tactics as outlined in Hattiesburg's comprehensive strategic plan to achieve goals and increase hotel occupancy rates
- Participate in planning, development, and implementation of tourism partner quarterly sessions aimed to strengthen tourism market awareness and industry trends
- Maintain the DMO's Red Carpet Services program to incentivize group travel to Hattiesburg, providing complimentary services including accommodation bids, welcome bags, name badges, and registration assistance
- Manage the DMO's visitor services efforts, including fulfilling visitor requests and maintaining brochure routes and inventory, along with other in-market strategies
- Oversee operations of VisitHATTIESBURG's gift shop by maintaining inventory, purchases, reporting, promotional products, and gift-wrapping services
- Work with the team to coordinate efforts for the Mississippi Miss Hospitality umbrella program, including event support

KNOWLEDGE AND SKILLS:

- Strong ability to communicate in a clear, concise manner; develop and implement dynamic sales initiatives; and present to groups on behalf of the DMO
- Ability to organize and prioritize work while meeting multiple deadlines
- Must be able to complete assignments accurately and with attention to detail
- Must provide exceptional customer service to clients and partners
- Must be proactive and take initiative but be able to collaborate with a team and take direction

EDUCATION AND EXPERIENCE:

- At least three years of combined experience in sales, project management, and/or hospitality/tourism/hotel industry required
- Bachelors Degree in Communications, Marketing, Public Relations, Business, or Tourism and Hospitality Management preferred
- Experience using a digital database software platform a plus (i.e. CVB Leaders, IDSS, SimpleView)

- Direct experience in working with hotels and tourism partners preferred

ESSENTIAL JOB QUALIFICATIONS:

- Ability to travel, drive a personal vehicle, and maintain a valid driver's license throughout employment
- As the position requires travel, weekend work, and irregular hours, must have flexibility in schedule and availability

APPLY:

Resumes may be submitted to KBrock@visithburg.org by 5 p.m. CST on Friday, April 15, 2022. Preferred start date, salary requirements, and references should be included in an attached document or body of the email. Samples of work or a portfolio may accompany resumes in the same email, if desired. No phone calls, please.

HATTIESBURG TOURISM COMMISSION – VISITHATTIESBURG

VisitHATTIESBURG is an equal opportunity employer