

CVB SALES REPRESENTATIVE

Job Code	Pay Grade
15050	P3

Nature of Work

This is specialized sales work with duties to sell Pinellas County with the express purpose of increasing tours, travel, and convention sales within Pinellas County. An employee in this class represents Pinellas County at travel industry consumer shows throughout key domestic market areas, provides support to assigned state, regional and national accounts, and develops meetings and conventions for a Pinellas County destination. The employee is expected to assist the Sales Managers with developing ideas that will improve the sales goals. Depending on area of assignment, the employee will work with tours and travel, or convention sales. Work is performed under the general supervision of the Sales Director with considerable latitude for independent judgment and initiative.

Minimum Qualification Requirements

- 4 years technical and specialized tourism and hospitality industry experience implementing sales and marketing plans and programs within the tourism and travel industry; or
- Associate's degree in marketing, hospitality, journalism, public relations, advertising, business administration, or related field and 2 years' experience as described above; or
- Bachelor's degree in a related field as indicated above, or
- An equivalent combination of education, training, and/or experience.

Appointing Authority May Also Require

- Florida Driver's License or Florida Commercial Driver's License and endorsement, if any.
- Assignment to work a variety of work schedules including compulsory work periods in special, emergency, and/or disaster situations.
- Other knowledge, skills, abilities, certifications, and credentials which are required to perform the job.

Illustrative Tasks (These are examples and are not all inclusive.)

- Staff numerous consumer travel shows or market shows throughout the United States during the year.
- Conduct sales calls in and around cities where consumer shows are being held.
- Attend travel trade shows as directed.
- Conduct any follow-up with travel trade where necessary.
- Assist with escorting familiarization tours within Pinellas County; may act as host for these tours.
- Work with local tourism industry on sales missions.
- Coordinate shipping of collateral materials for consumer shows and trade shows if participating.
- Develop and maintain data base of travel industry leads resulting from sales missions.
- Provide timely sales and expense reports to department head and CVB.
- Represent Tour & Travel Sales Director when appropriate with industry committees, CVB board and others.
- Lead and attend selected meetings market sales missions to key cities.
- Conduct telephone sales with prospect and client lists.
- Conduct site inspections for visiting meeting planners.
- Conduct follow-up with prospects and appropriate local industry representatives.
- Issue sales leads to appropriate local industry representatives.
- Develop and manage customer data base.
- Performs related work as assigned or required.

Knowledge, Skills, and Abilities

- Knowledge of the tourism industry and the competition.
- Knowledge of the convention and meetings industry, the major components of the industry and the competition.
- Knowledge of the tourism industry and the competition.

CVB SALES REPRESENTATIVE (continued)

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Knowledge, Skills, and Abilities (continued)

- Knowledge of the convention and meetings industry, the major components of the industry and the competition.
- Knowledge of the Pinellas County convention and meetings product.
- Knowledge of word processing and data base management systems.
- Knowledge of good interpersonal skills thus having the ability to deal effectively with people of various backgrounds.
- Ability to apply computer applications and software.
- Ability to organize and communicate effectively.
- Ability to travel.
- Ability to work evenings and holidays as required by travel and sales schedules.
- Ability to have the highest level of sales skills and integrity.
- Ability to be self motivated.
- Ability to understand the organization and department goals and objectives.
- Ability to develop and submit sales and expense reports in a timely manner.
- Ability to sell the destination to both consumers and the travel trade.
- Ability to effectively communicate in writing and orally.

For official use only

Revised	EEOC Code	Overtime Code
04/17	Professionals	Exempt