

SENIOR CVB SALES REPRESENTATIVE

Job Code	Pay Grade
15052	P2

Nature of Work

This is specialized sales work with responsibility to market Pinellas County with the express purpose of increasing tours, travel, and convention sales within Pinellas County. This is a very important management position that directs and conducts sales activities to the meetings and conventions segment of the travel industry. The incumbent assists in the development and implementation of the annual meetings/conventions sales plan and budget designed to promote tourism to Pinellas County with both association and corporate meeting planners and local business leaders. The incumbent sells Pinellas County as an ideal destination to the assigned state, regional, and national accounts with the expressed purpose of increasing the meetings and conventions business to Pinellas County. The incumbent will also recommend to the Convention Sales Manager ideas to expand and improve the convention sales and marketing efforts and performance.

Minimum Qualification Requirements

- 5 years technical and specialized tourism and hospitality industry experience implementing sales and marketing plans and programs within the tourism industry that includes major sales and/or management programs within the travel industry, including team leader projects/assignments with major emphasis in large visitor and travel events, meetings, and conventions; or
- Associate's degree in marketing, hospitality, journalism, public relations, advertising, business administration, or related field and 3 years experience as described above; or
- Bachelor's degree in a related field and 1 year experience as described 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.)

- Assists and mentors the CVB Sales Representative in the direction of the Meetings & Conventions Department to ensure the success of all projected goals as outlined in the annual marketing plan.
- Acts as a mentor to the CVB Sales Representative in developing the annual sales plan and budget; provides guidance on industry trends, issues and challenges.
- Manages the Meetings & Conventions Advisory Committee that is made up of well-known meeting planners from across the country with responsibility to plan their annual meeting and coordinate this event with local business industries.
- Assists in the ongoing development of the department goals as well as individual sales goals that are now being used in the performance evaluation process
- Acts as the CVB liaison with Visit Florida and its meetings and conventions sales efforts.
- Coordinates with the CVB Advertising Manager to ensure that the meetings and conventions collateral materials are accurate and current; develops new facility pages such as Eckerd College, bed & breakfast section and other special sections as needed.
- Responsible for geographic territory within the United States, either Midwest, Southern and Florida Associations, or Washington DC and Florida corporate.
- Staff various meeting and market shows throughout the year.
- Leads and attends selected meeting and market sales missions to key cities.
- Develops prospect for clients using various lead development resources.
- Conducts telephone sales with prospect and client lists.
- Acts as host during meeting planner familiarization tours.
- Conducts site inspections for visiting meeting planners.
- Conducts follow-up with prospects and appropriate local industry representatives.

SENIOR CVB SALES REPRESENTATIVE (continued)

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Illustrative Tasks (continued)

- Issues sale leads to appropriate local industry representatives.
- Establishes good working relationships with public convention facility staff and local industry.
- Develops and manages customer database.
- Represents Convention Sales Director when appropriate with industry committees, CVB board and others.
- Performs related work as assigned or required.

Knowledge, Skills, and Abilities

- Knowledge and ability to step in for CVB Sales Manager where necessary and appropriate.
- 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.
- 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 be self motivated and goal oriented.
- Ability to deal with a variety of people and cultures and to have the highest level of sales skills and integrity.
- Ability to understand the organization and department goals and objectives.
- Ability to develop timely submittal of sales and expense reports.
- Ability to write proposals that showcase the destination in the best possible light.

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Revised	EEOC Code	Overtime Code
04/17	Professionals	Exempt