



CVB Sales Representative

Category: Exempt
Pay Grade: E19
Job Code: 15050

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

JOB SUMMARY

Performs specialized sales work with duties to sell the County with the express purpose of increasing tours, travel, and convention sales within the County; represents the 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 County destination; assists the Sales Managers with developing ideas that will improve the sales goals; works with tours and travel or convention sales.

ESSENTIAL JOB FUNCTIONS (examples, not all inclusive)

- Staffs numerous consumer travel shows, or market shows throughout the states during the year;
- Conducts sales calls in and around cities where consumer shows are being held;
- Attends travel trade shows as directed;
- Conducts any follow-up with travel trade where necessary;
- Assists with escorting familiarization tours within Pinellas County and may act as host for tours;
- Works with local tourism industry on sales missions;
- Coordinates shipping of collateral materials for consumer shows and trade shows if participating;
- Develops and maintains data base of travel industry leads resulting from sales missions;
- Provides timely sales and expense reports to department head and CVB;
- Represents Tour & Travel Sales Director when appropriate with industry committees, CVB board, and others;
- Leads and attends selected meetings market sales missions to key cities;
- Conducts telephone sales with prospect and client lists;
- Conducts site inspections for visiting meeting planners;
- Conducts follow-up with prospects and appropriate local industry representatives;
- Issues sales leads to appropriate local industry representatives;
- Develops and manages customer database;
- Assists with the development of print and video advertisements;
- Prepares and submits commitment invoices to accounting;
- Performs other related job duties as assigned.

QUALIFICATIONS

Education and Experience:

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

Special Qualifications (May be required depending on area of assignment):

- 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, and credentials required for a specific position.

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;
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- 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 database 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.

PHYSICAL/MENTAL DEMANDS

The work is light work which requires exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force to move objects. Additionally, the following physical abilities are required:

- Fingering: Picking, pinching, typing, or otherwise working, primarily with fingers rather than with the whole hand as in handling.
- Handling: Picking, holding, or otherwise working, primarily with the whole hand.
- Lifting: Raising objects from a lower to a higher position or moving objects horizontally from position-to-position. Occurs to a considerable degree and requires substantial use of upper extremities and back muscles.
- Visual ability: Sufficient to effectively operate office equipment including copier, computer, etc.; and to read and write reports, correspondence, instructions, etc.
- Hearing ability: Sufficient to hold a conversation with other individuals both in person and over a telephone; and to hear recording on transcription device.
- Speaking ability: Sufficient to communicate effectively with other individuals in person and over a telephone.
- Mental acuity: Ability to make rational decisions through sound logic and deductive processes.
- Talking: Expressing or exchanging ideas by means of the spoken word including those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.
- Repetitive motion: Substantial movements (motions) of the wrist, hands, and/or fingers.
- Standing: Particularly for sustained periods of time.
- Walking: Moving about on foot to accomplish tasks, particularly for long distances or moving from one work site to another.

WORKING CONDITIONS

Work is performed in a dynamic environment that requires sensitivity to change and responsiveness to changing goals, priorities, and needs.