



ANNOUNCEMENT OF EMPLOYMENT OPPORTUNITY

Tourism Sales Manager

Pay Grade: 68 Pay Range: \$23.45 to \$32.82 per hour plus benefits

New employees usually start at beginning level of pay range.

FLSA Status: Exempt (not eligible for over time)

Candidate of choice must pass pre-employment drug test and criminal background check.

Overview: The Prescott Office of Tourism is a division of the Economic Initiatives Department of the City of Prescott and acts as the official destination marketing organization (DMO) for Prescott, Arizona. Prescott is located 90 minutes north of the Metro Phoenix area adjacent to the Prescott National Forest. At 5,200 feet in elevation Prescott enjoys a mild four season climate and is a popular outdoor recreation destination that also boasts a rich history and a thriving arts community.

This position will focus on developing and expanding the number of meetings and other group business to Prescott through direct sales initiatives. Target markets may include the SMERF market, Statewide Associations, Travel Industry Sales and the Small Meetings market. This includes generating definite room night bookings, tracking clients, organizing the Office's presence at trade shows and sales missions and escorting clients' on-site tours and Familiarization Tours (FAMs). This position will embrace teamwork and accountability in their work. This position reports to the Director of Tourism.

Experience and Education: A minimum of five years of hospitality sales experience with a solid understanding of the hospitality industry.

Preferred Experience: A bachelor's degree in business management, marketing, sales, communication or hospitality is preferred. The ideal candidate will have current relationships with meeting planners, tour operators and other group producers in Arizona and other key feeder markets. Familiarity with the Prescott area and travel and tourism in Arizona is preferred.

Essential Duties: Produces group business leads for the hospitality industry. This is accomplished through proactively soliciting new business through telemarketing, outside sales missions/sales visits, direct mail, FAMs, newsletters and trade shows as well servicing calls and other leads that come to the Office. Maintains good relationship with existing clients in the market as well as develop new relationships. Identifies and develops new market opportunities. Acts as liaison between meeting planners and industry partners. Verifies bookings by obtaining confirmations. Develops and implements sales goals and creates sales strategies that will generate group business leads including special promotions and incentives that can be implemented through email marketing pieces, public relations and direct sales. Sells group sales cooperative marketing programs to hospitality partners. Develops new and updates current group itineraries that promote multiple night stays. Manages all arrangements associated with site visits and FAM tours of Prescott. Maintains client database, tracks leads and oversees conference servicing. Develops relationships and builds partnerships with area businesses, attractions and hotels relative to Prescott's hospitality industry. Produces monthly, quarterly and annual reports documenting sales activities, lead generation, definite room night bookings and other sales related goals. Stays up to date on industry best practices, standards and benchmarks by, but not limited to, reading publications and attending industry conferences including the Arizona Governor's Conference on Tourism. Evaluates sales trends, competition and economic/business conditions; recommends modifications in sales program/strategies. Manage expenditures within budgetary requirements.

Knowledge, Skills, and Other Characteristics: Excellent communication and presentation skills; including ability to effectively communicate with stakeholders and constituents including clients, vendors, co-workers and other city departments. Demonstrated ability to work under stressful conditions and balance multiple commitments. Ability to make sound decisions and act with a sense of urgency and self determination. Proven track record with sales conversion. Proficient in computer skills. Ability to travel to attend trade shows, sales missions, sales calls, industry conferences and other meetings as required. Willing to work non-traditional hours and weekends. Must have a valid driver's license and reliable transportation. Strong ability to multi-task and prioritize.

Physical and Visual Ability: Sufficient to effectively and safely perform required duties and to safely operate required office equipment and city vehicle as needed. Must be able to lift 35 lbs.

Deadline: Applications must be received by September 3, 2013

Send application/resume to:

City of Prescott, Human Resources, 201 S. Cortez St., Prescott AZ 86303

(928) 777-1315 (928) 777-1347 800-748-6205 TDD (928) 777-1100 Fax: (928) 777-1213

Email: hr@prescott-az.gov **Visit our website at** www.prescott-az.gov Posted: August 9, 2013

MAJOR BENEFITS FOR FULL-TIME REGULAR EMPLOYEES: Fourteen (14) days paid time off; Ten paid holidays; Employee Health and Life Insurance; Short Term Disability; Long Term Disability and Retirement benefits; Deferred Compensation Plans; Social Security contributions; other optional benefits. PROBATION: An established probationary period must be satisfactorily served by each employee. NOTE: When advised, reasonable accommodations will be made in order for an "otherwise qualified applicant" with a disability to participate in any phase of the selection process.