



Explore Newnan-Coweta, Inc.

P.O. Box 839

Newnan, GA 30264

www.explorenewnancoweta.com

info@explorenewnancoweta.com

Position: Sales Manager

Salary/Pay Rate: Based on experience

Benefits: Full medical, dental & vision + 401k match

Job Type: Full time

Reports to: President & CEO

Organization Information: As the official destination marketing organization of Coweta County, GA, the mission of Explore Newnan-Coweta is to generate economic development for the county by effectively marketing the community as a preferred tourism, tournament and meeting destination. Our office also assists visitors with information regarding lodging, attractions, events or just general inquiries about the destination.

Summary Description: The purpose of this position is to create and implement all sales strategies and tactics to promote and sell the destination to sports tournaments, races, meetings and conferences in a manner which maximizes the economic impact on the area.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Essential duties and responsibilities include but are not limited to the following:

- Generate demand and secure contracts within the identified markets.
- Develop and direct sales strategy in conjunction with the President & CEO.
- Solicit sports events, meeting and conference business through a variety of methods such as attending trade shows/expos individually and/or with team members.
- Work closely with hotel sales teams to respond to leads and confirm contracts.
- Manage sales effort on a day-to-day basis; develop and sustain measures of accountability.
- Manage leads within CRM tracking program that outlines the organization's sales effort; produce monthly sales activity report.
- Handle all aspects of the sales process including calls and e-mails; sales meetings and presentations; direct mailings; fulfillment of group inquiries; pursuing bid opportunities and submitting proposals; site-inspections and familiarization tours and dissemination of sales bookings/cancelation notices.
- Submit annual sales budget requests, outlining promotion direction for next fiscal year.
- Assist the President and/or marketing department in the development, production and distribution of sales collateral and presentation materials and website content.
- Exhibit a positive and involved team attitude.

INDUSTRY AND COMMUNITY RELATIONS

- Strives to understand hotels' and meeting venues sales strategies by holding regular meetings with sales directors/general managers/facility managers.
- Represent ENCI at the local, state and national level by maintaining active memberships in pertinent industry associations and attending industry meetings to promote sales and services.
- Maintain relationship with Newnan Centre to ensure ENCI's awareness of events and monitor booking progress to track growth of events/meetings/conferences within community.
- Maintain relationships with local organizations, venues and partners to further growth of tournaments, meetings, races, weddings and events. Participate in programs/events that will enhance working relationships.
- Identify, recruit, and encourage local stakeholders who can influence targets on site decisions.
- Can serve as spokesperson on meeting/conference/event efforts for the organization.
- Maintain well-informed working knowledge of all related hotel, restaurant, event and other stakeholder facilities and services.

BASIC/PREFERRED QUALIFICATIONS

- Four-year degree from academic institution.
- Five (5) to eight (8) years sales experience at management level.
- Experience as Manager/Director of either Sports/DMO Sales preferred.
- Sports tournament or league recruitment experience a plus. Facility management a plus.
- Established industry connections.
- Strong interpersonal, organizational and communication skills and experience supporting mid-level management. Ability to sort out details.
- Working knowledge of social media.
- Familiarity with email marketing software.
- Knowledge of Microsoft Office applications, with advanced expertise in Word and Excel; proficiency with personal computers and handheld devices.
- Proficiency in CRM systems.
- Knowledge of office procedures, methods, and equipment.
- Ability to exercise good judgment in documentation management, records, and reports; ability to read, understand and review documents for accuracy and relevant information.
- Must possess exceptional organizations skills with ability to prioritize and multi-task; ability to deal with all levels of personnel in a courteous and efficient manner and exercise discretion on confidential matters; establish and maintain effective working relationships with those contacted in the course of work.
- Valid driver's license, registration and insurance with a good driving record.



WORKING CONDITIONS

The work environment characteristics described here are representative of those an employee encounters while performing the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

Employee must be committed to a high standard of safety and be willing and able to comply with all safety laws and all safety policies and rules and must be willing to report and/or act on safety violations and potential safety violations to appropriate supervisory or management personnel.

Incumbent is expected to meet attendance standards as determined by management. Employee must be available and willing to work on either a part-time or full-time basis according to the assigned schedule. Must be available and willing to work overtime (including nights, weekends, and holidays) as determined by management as necessary to meet the business needs.

The employee will perform most duties in a typical office environment. The noise level in the office environment is usually quiet. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus. Job requires employee to perform duties at company site and within community. Job requires travel local and out-of-state.

Please send resume and cover letter to info@explorenewnancoweta.com. Job will be open until filled.