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**JOB DESCRIPTION: Sales Manager**

**DUTIES AND RESPONSIBLITIES**

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

* Identify, solicit and secure new business for meetings and conventions.
* Plan and execute effective lead generation strategies (sales appointments, lead campaigns, presentations, trade shows, site visits, etc.). Follow up on leads and inquiries with the appropriate action in a timely manner.
* Ability to achieve 90% of production goals and fulfill activity goals as established by management.
* Ability to operate and sell to multiple market segments.
* Manage and maintain existing accounts in assigned segments.
* Assist in the implementation of the sales and marketing plan and strategies to promote the destination to convention business.
* Ensure effective communication is maintained with clients, hotels, and convention center.
* Oversee the coordination and transition of clients from account sales to account services, in conjunction with the director of convention services.
* Contribute to the overall success of the organizations goals.
* Ability to work with people at all levels.
* Identify and explore emerging markets. Stay current on competition, industry trend, and practices.
* Understanding of the market and its facilities.
* Exhibit a positive and involved team attitude.
* Actively participates in community and trade organizations that best fulfill the mission and goals of the organization.

*Client, Industry and Community Relations*

* Participate in meetings with partner hotels.
* Represent the DMO 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 close working relationship with the Georgia International Convention Center (GICC) staff, partner hotels, Hartsfield-Jackson Atlanta International Airport, partner city officials.
* Identify, recruit, and encourage local stakeholders who can influence targeted clients on site decisions.
* Maintain well-informed working knowledge of all related GICC, hotel, restaurant and other stakeholder facilities and services.

*Reports To: Director of Sales*

**QUALIFICATIONS**

* Requires knowledge of general sales techniques.
* Bachelor’s degree from an accredited institution in business, hospitality, marketing, communications or related field preferred.
* Minimum 5 years direct sales experience. Hotel, convention center, convention bureau or tradeshow/meeting planning experience preferred.

**SKILLS / KNOWLEDGE / ABILITIES REQUIREMENTS**

* Proven skills in sales lead development, persuasion and negotiations, relationship building.
* Excellent communication skills and demonstrated presentation skills.
* Ability to develop and write effective proposals, reports, sales plans and business correspondence.
* Requires effective oral and written communication skills.
* Ability to hear, speak, read, and write English fluently.
* Requires highly developed customer service skills.
* Experience with MS Office applications, Simpleview or other CRM software.
* Ability to travel by air and personal vehicles.
* Must possess a valid driver’s license.
* Ability to work evenings and weekends.
* Strong national, local and state client base desired and considered a plus.

**COMPENSATION**

Competitive salary commensurate with experience and hospitality industry standards

*Well-qualified applicants should submit their resume and cover letter to sales@atldistrict.com*

The ATL Airport District is an equal opportunity employer