



Sales and Services Manager
Experience Fayetteville | Fayetteville, Arkansas
Reports to: Vice President of Sales
Position Type: Full-Time, Exempt

To Apply: Please send your resume to jobs@experiencefayetteville.com

Position Overview

The Fayetteville Advertising and Promotion Commission is a governmental unit of the City of Fayetteville, managed independently. It is the over-arching organization that manages Experience Fayetteville, Fayetteville Town Center, and the historic Walker Stone House. The Advertising and Promotion Commission is primarily funded by a 1% tax on lodging and prepared food.

The Sales and Services Manager supports Experience Fayetteville's sales team by making sure every group that books Fayetteville gets an exceptional experience from contract to departure. This role takes ownership of signed business, keeps our CRM data accurate and complete, and helps generate new leads. It supports the entire sales team, including the Vice President of Sales and sales managers, so the team can stay focused on selling and on strategic, high-impact accounts. The core focus is client servicing and data accuracy. The role also includes prospecting and shared tradeshow representation. This position reports to the Vice President of Sales.

Key Responsibilities

Client Servicing

- Take over groups once contracts are signed and serve as the main point of contact through the event.
- Coordinate client needs such as hotel room blocks, venues, transportation, attractions, restaurants, welcome materials, and visitor guides.
- Connect planners with local partners, including hotels, venues, restaurants, and attractions, and manage referrals and leads to partners.
- Plan and support site visits and FAM tours alongside the sales team.
- Provide on-site support for select groups and events.
- Follow up after events to gather feedback, confirm actual attendance and room nights, and identify rebooking opportunities.

CRM and Data Management

- Enter and maintain all leads, bookings, accounts, contacts, and activity in IDSS.
- Track room nights, attendance, and economic impact for every booked group.

- Produce monthly sales and servicing reports to support team and organizational KPIs.
- Maintain clean, consistent data standards across the sales team.

Sales Support and Lead Generation

- Research and prospect new group business, especially smaller meetings, SMERF groups, and leisure groups.
- Represent Experience Fayetteville at select tradeshow, sales missions, and industry events, sharing tradeshow travel with the sales team to spread the workload.
- Prepare proposals, bid materials, and sales collateral.
- Serve as an extra set of hands for the sales team during busy periods and major events.

Qualifications

- Bachelor's degree in hospitality, tourism, business, marketing, or a related field, or equivalent experience
- At least 2 years of hotel experience (required); sales, group sales, catering, or event services experience preferred
- Experience with a CRM system; experience with IDSS or Simpleview is a plus
- Very detail oriented, organized, and comfortable managing many groups at once
- Strong written and verbal communication skills, with a friendly, service-first approach
- Able to work some evenings and weekends for events and site visits
- Able to travel overnight
- Valid driver's license

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee must see, talk, and hear. This position requires frequent use of a telephone and computer. Visual acuity to work on a computer screen and view written materials is required for this job.

Frequent evening and weekend work is expected. This position works in a multi-setting atmosphere, with some outdoor exposure during the workday. Able to lift 25+ pounds occasionally and set up marketing displays. Accommodations may be made to help you be successful in performing the essential job functions.

Compensation:

- Salary: \$45,000 - \$60,000
- Benefits Package:

Experience Fayetteville offers a competitive benefits package for full-time employees including:

- Health, Dental, Vision and Life Insurance: We pay 80% of employee health care premiums and 60% of covered dependents.
- Medical Flexible Spending Account and Dependent Spending Account
- Employee paid supplemental insurance policies such as disability, life insurance and more
- We match employee retirement contributions up to 5%.
- Paid Leave: Vacation, holiday, floating holiday and sick time

EEO and Freedom of Information Act:

Experience Fayetteville is an equal employment opportunity employer.

All applications are subject to potential public disclosure under the Arkansas Freedom of Information Act.