



Employer: Fayetteville Advertising and Promotion Commission

Unit: Experience Fayetteville

Position Title: Tourism Sales Manager

Classification: Full time, salaried, non-exempt

Salary Range: \$55,000 – upper end commensurate with experience

Reports to: Vice President of Sales

Qualified applicants please submit resume and cover letter to jobs@experiencefayetteville.com

Position Summary

The Advertising and Promotion Commission is the over-arching organization that manages Experience Fayetteville (the destination marketing organization for Fayetteville, Arkansas) and Fayetteville Town Center. The Tourism Sales Manager is part of the Experience Fayetteville Sales team, reporting to the Vice President of Sales.

The Tourism Sales Manager is responsible for developing and implementing sales strategies with the objective of securing organized group travel in Fayetteville. These groups include, but are not limited to, the following markets: outdoor recreation activities, youth sports, festivals, motorcoach tours, bicycle touring and excursions, family and military events & reunions, and other general tourism interests. This position requires building and managing strong relationships with multiple stakeholders. Successful candidates will demonstrate the following qualities: ability to work independently, innovative, outgoing, self-starter.

Essential Duties and Responsibilities

These duties and responsibilities are intended to describe the general nature and level of work being performed by the individual assigned to this position. They are not intended to be a complete list of all duties, responsibilities, and/or skills required. Other tasks may be assigned as needed.

- Research, identify, and solicit group tour planners, sports tournament planners, bicycling groups, military and alumni associations and others to generate overnight visitation.
- Attend and participates in trade shows, industry meetings, sales efforts, bid presentations, and sales calls to promote Fayetteville as a leisure destination.
- Develop and execute sales campaigns, setting both quarterly and annual goals.
- Track leads, follow-ups, contact reports, hotel pick-ups, and other relevant tasks in the CRM database; generate reports and queries and be able to share and interpret these results with colleagues.
- Receive and respond to RFPs, gathering relevant bid information from potential partner hotels, caterers and other event vendors.

- Represent Experience Fayetteville at trade shows and industry events both locally and out-of-area in order to secure group travel.
- Contact prospective user groups and individuals to initiate sales efforts.
- Collaborate with the marketing team to develop sales collateral materials, branded tradeshow displays and customized promotional items to increase sales.
- Under the direction of the Vice President of Sales, assist in the development of the sales

department's annual budget, establishing targets for events booked and goals for funding incentives.

- Maintain positive and cooperative relationships with area hotels and attractions, working closely with hotel GMs/Directors of Sales and other members of the city's hospitality industry on coordinated sales efforts.
- Maintain an awareness of local, regional and national trends in the group travel industry and communicate these internally to ensure the broader organization is aware.
- Stays in regular communication with the Destination Services Director in order to appropriately service events as needed.
- Prepare appropriate reports, correspondence, memoranda, agreements and budget projections in a professional manner.
- Perform related duties and responsibilities as required.

Qualifications

- Bachelor's degree in hospitality, business, marketing or related field.
- Minimum of three years' sales experience, preferably in Hospitality, Tourism Sales, or a related field.
- Must have experience in cloud-based CRM platform and be comfortable mastering a new software
- Excellent written and oral communication skills.
- Knowledge of Fayetteville and Northwest Arkansas, preferred.
- Must be well organized with the ability to prioritize multiple assignments.
- Must be willing to maintain a cooperative, team-like attitude in working with supervisors, colleagues, and other departments.

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. This position requires regular and frequent use of a telephone and computer. This position requires close range reading of digital content and regular typing. This position requires overnight travel and occasional evening and weekend work.

Compensation and Benefits

This position provides compensation commensurate with experience and includes employer paid insurance benefits, paid leave and a SIMPLE IRA retirement plan.

Experience Fayetteville is an EEO/AA employer that seeks to employ qualified persons without regard to race, color, religion, gender, national origin, age, sex, marital status, disability, veteran status, sexual orientation, gender identity or any other characteristic protected by law. We strive to ensure all employees a discrimination-free workplace and have a strong commitment to affirmative action and equal opportunities. We value and encourage diversity in our workforce. **All applications are subject to potential public disclosure under the Arkansas Freedom of Information Act.**