

# Hospitality Sales Manager

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**Grade: 8**

**Reports to:** Senior Group Sales Manager  
**Job Status:** Exempt, Full-Time

**Department:** Marketing  
**Approval Date:** April 2019

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## Job Summary:

Primary responsibility is for the proactive sales and service of hospitality clients, rental agency relationships and related accounts. Actively promotes promotion based partnership sales opportunities as a revenue stream for the South Carolina Aquarium, including bulk and online sales. Maintains daily operations of hospitality fulfillment, partners to create new and exciting opportunities, as well as cultivating current top producing hospitality accounts.

Secondary function is to provide support of groups sales functions where needed including research, database management and sales calls.

## Essential Functions:

### *Sales Strategy and Execution*

- Working with Senior Group Sales Manager, develops sales forecast and implements strategies to meet or exceed goals.
- Monitors industry trends and market patterns. Takes proactive stance to prevent shortfalls.
- Working in concert with graphic design, web and the production process, executes promotional strategies, direct-mail campaigns, grass-root marketing and communications plans.
- With the Senior Group Sales Manager, develops programs and opportunities to increase business in shoulder seasons.
- Collaborates with other departments to construct new and stimulating concepts that promote hospitality business.
- Presents additional strategies to generate new hospitality acquisition, planning or sales touch concepts.

### *Administration*

- Manages the day-to-day administration of hospitality business sales. Includes processing transactions, printing and distributing tickets and creating touchpoints with hospitality clients.
- Updates all hospitality-related business in CRM (SalesForce) daily.
- Conducts proactive sales phone calls from existing business and prospective client lists on a weekly basis.
- Follows an action plan for lead acquisition, conversion and retention, concentrating on top performers inside hospitality clientele and opportunities.

### *Reporting*

- Reports on hospitality sales in a timely manner, including: year-to-date figures, budget, sales promotions, incentivized campaigns, and monitors weekly performance towards achieving goals.
- Understands financial data and maintains accurate records of all sales pricing.
- Manages budget, controls expenses to meet budget guidelines and submits expense reports.

### *Cultivation*

- Responsible for the growth and cultivation of hospitality book of business.
- As appropriate, plans and conducts events to incentivize and educate key selling partners.
- Seeks out programs and associates within the hospitality industry to encourage and ensure local selling relationships (CHN, LHA and Concierge Association et al).
- Maintains hospitality partner contacts to encourage continued interest in other opportunities for business, such as bookings for the Aquarium as venue, and as a referral for group business.
- Maintains accurate and complete database of hotels, rental agencies, social influencer groups and associations.

### **Other Duties and Responsibilities:**

- Coordinates and participates in meeting planner familiarization trips.
- Works with all departments to ensure successful completion of group bookings.
- Assists Senior Group Sales Manager with groups related duties as needed.
- Adheres to all Aquarium policies and procedures.

### **Knowledge, Skills and Abilities:**

- Excellent communication, negotiation and interpersonal skills.
- A strong business work ethic, positive attitude and professional demeanor.
- The ability to lead and work in a team environment required.
- Able to operate in a fast-paced and changing environment.
- Willingness to travel as needed and work evenings and weekends as needed.
- Must know the group sales, hospitality and tourism industry.
- Must be extremely detail-oriented.
- Must have the ability to work autonomously and independently when needed.
- Must be a self-starter, able to take initiative and maintain motivation.

### **Education and Experience Required:**

- Bachelor's degree or equivalent experience in Business Administration, Sales & Marketing, Hospitality or a related field.
- Minimum of four years related work experience.
- Microsoft software knowledge essential.
- Salesforce experience desired.

### **Licenses and Certifications Required:**

- Driver's License

### **Physical Requirements:**

- Average walking, bending, stooping, crouching, climbing ladders, carrying up to 50 lb, sitting, kneeling, balancing, pushing and pulling.

### **Working Conditions:**

- Primarily office work; weekends and late nights occur. Frequent contact with public and vendors.

The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not construed to be an exhaustive list of all job duties performed by the personnel classified.

The Aquarium is an "at-will" employer, and as such, employment with the Aquarium is not for a fixed term, or definite period and may be terminated at the will of either party, with or without cause, and without prior notice.