

BOISE CONVENTION & VISITORS BUREAU
A DIVISION OF THE BOISE METRO CHAMBER OF COMMERCE
JOB DESCRIPTION

Job Title: Group Sales Manager, Eastern Region

Reports to: Director of Sales

Job Classification: Full-Time, exempt

Date Last Revised: April 9, 2021

Summary

The Group Sales Manager, Eastern Region will be a remote position located on the east coast (DC/VA/MD area) responsible for bringing meeting, convention and association business to the Boise, Idaho area. We are looking for a motivated person who can source and analyze qualified leads for group business from the first contact through appointments, site inspections and bookings.

Minimum Requirements

Bachelor's degree and/or a minimum of four years of professional work experience. The ideal candidate has the ability to effectively perform in a fast-paced, results-oriented work environment assuming personal ownership and accountability for projects, goals and outcomes. Must have excellent interpersonal communication skills and the ability to effectively develop and maintain strong working relationships across all age groups and organizational levels. Also requires strong planning, organization and project management skills with the initiative and ability to manage multiple projects simultaneously. This position requires a valid driver's license and ability to travel within the DC metro area. Some out of the area travel required, including traveling to Boise, Idaho on an as needed basis, minimum of 3-4 times per year. Ability to work varying hours as evening, early morning and weekend time will be required.

Essential Job Functions

To perform this job successfully, an individual must be qualified to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skills, and/or abilities required. Reasonable accommodations will be available, upon request, to enable individuals with disabilities to perform the essential functions.

- Work assigned convention and meeting files through a monthly trace system, with emphasis on groups. Consistent prospecting is essential, including outside sales calls.
- Prepare and present bids.
- Organize and conduct site visits of the Boise area and Boise Centre for meeting and key decision makers.
- Develop and distribute Request for Proposal leads to Boise Centre and local hotels/motels.
- Develop and implement programs that raise lead conversion rates
- Attend meeting planner marketplaces as assigned and process contacts/leads.
- Maintain a "current" client database including development of new files and purging of inactive files, to have the database include the highest potential of future and current business for Boise.
- Develop new "strategic business files" through research and utilizing lead generation tools provided.

- In collaboration with the sales team, participate in the sales programs as appropriate including marketplaces, bids, site visits, promotions, city blitzes, direct mail program and familiarization trips.
- Fulfill requirements of Boise Centre/BCVB contract by working in cooperation with the Boise Centre marketing and sales staff on joint marketing programs to include marketplaces, site visits, familiarization trips, city blitzes, and Centre tours.
- Report to the Director of Sales and Executive Director on a weekly basis all new bookings, leads, and updates through a sales report.
- Represent the BCVB in appropriate local and national organizations.
- Attend meetings 'virtually' as assigned. (weekly staff and sales meetings, monthly joint sales meetings with the Boise Centre sales team, etc.)
- Refer sports and government leads to the Boise based sales team as assigned.

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. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to walk, stand; sit at a desk and work on a computer for prolonged periods; and talk or hear. The employee is occasionally required to participate in physical activities, such as, Boise, Idaho based destination site visits, etc. The employee must regularly lift and/or move up to 10 pounds and frequently lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and ability to adjust focus.

Work Environment

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

Remote employees are required to choose a quiet and distraction-free working space, have an internet connection that's adequate for their job and dedicate their full attention to their job duties during working hours. The employee will be available for calls and meetings during the hours of 8:00 AM and 5:00 PM mountain standard time to work effectively with their team members.

Employee _____
Date

Supervisor _____
Date

Executive Director _____
Date

President & CEO _____
Date