

Houstonfirst

Job Posting

Position:	Tourism Sales Manager
FLSA:	Exempt
Department:	Tourism
Reports to:	Director of Tourism
Reporting Location:	701 Avenida de las Americas
Workdays & Hours:	Monday through Friday, 8:00 a.m. - 5:00 p.m.

SUMMARY: The Tourism Sales Manager coordinates sales, tourism marketing and promotional efforts with receptive operators, tour operators, wholesalers and travel agents in the United States, in order to generate positive economic impact for the destination, indirect room nights for hotels and increase attendance and revenue for area attractions, restaurants and other Houston tourism related organizations. This position will identify third party clients to distribute market and commercialize our leisure product, resulting in direct sales or business leads and service referrals. The Domestic Tourism Sales Manager will develop and maintain a portfolio of travel professionals, and will work closely with them to increase Frequent Individual Travel and Tour Groups that include Houston in their product. This position will work collaboratively with the entire tourism team to align all efforts with department's overall goal to increase visitors to the city and make Houston a premier leisure destination.

DESCRIPTION OF DUTIES/ESSENTIAL FUNCTIONS: (individual duties, assignments and responsibilities required of the position)

- Conduct sales and promotional activities as assigned by Director of Tourism.
- Work closely with Director of Tourism to generate sales of leisure packages.
- Generate and follow up on leads and business referrals, maintaining clear and timely communication between all parties involved.
- Maintain ongoing outreach strategies with travel agents/tour operators that yield measurable results (set annually by leadership).
- Adhere to sales goals as directed by Director of Tourism.
- Coordinate and participate in domestic trade shows, sales missions, workshops, and seminars as required by management (8-12 per year).
- Educate customers on our destination, listen to their needs, personalize conversations and assist them with any business needs, including but not limited to hotels, transportation companies, experiences and itineraries.
- Identify opportunities for cooperative marketing with clients, and establish, manage and report on benchmarks and deliverables.
- Propose travel trade partnerships that showcase a strong return on investment.
- Effectively track room nights and economic impact generated to Houston from key market.
- Prospect and solicit new clients, in order to expand database and identify new business opportunities.
- Initiate, organize and conduct familiarization trips for existing and potential clients.
- Maintain a client database in Simpleview; log activities and traces in a timely manner, following organization's guidelines.

- Develop good working relationships with GHCVB members, the community, airline partners, travel industry partners, neighboring CVB's and the state of Texas tourism office and their representatives.
- Prepare and make effective presentations and speeches to various clients and organizations as needed.
- Participate in meetings and projects involving local stakeholders as assigned by leadership.
- Participate in department and organization meetings, trainings and other assignments as required.
- Develop and maintain knowledge of industry trends, best practices and customer expectations, as well as economic trends that could impact our industry.
- Other duties and special projects as assigned by leadership.

SUPERVISORY RESPONSIBILITIES: (personnel supervision, budgets, performance, etc.)

- This position has no supervisory responsibility

EDUCATION AND/OR EXPERIENCE: (special training, certifications, college degree, etc.)

- Bachelor's Degree is required.
- Minimum 4 years of experience in Tourism, Hospitality or Sales required.

KNOWLEDGE, SKILLS AND ABILITIES: (technical, communication, interpersonal, etc.)

- Excellent oral and written skills.
- Good presentation skills and ability to make and prepare effective presentations.
- Excellent computer skills (Microsoft Word, Excel, and Power Point required).
- Highly self-motivated, with the ability to work independently
- A proven sales track-record.
- Must be able to think creatively and manage changing program elements.
- Must be able to manage multiple, concurrent projects and prioritize effectively.
- Outstanding organizational skills, excellent judgment and attention to detail.
- Knowledge of Houston, Harris County as well as surrounding 29 counties and cities (i.e., attractions, hotels, restaurants, traffic routes) preferred.
- Knowledge of Spanish language (written and oral) is a plus.
- Must have a current passport, valid driver's license and clear driving record.
- Must be a citizen or legal resident of the United States of America.

MISCELLANEOUS:

- Must pass a pre-employment drug test.

WORK ENVIRONMENT: (overtime, travel, physical demands, and conditions)

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

- No major sources of discomfort; essentially normal office environment with acceptable lighting, temperature and air conditions
- Ability to work in a team environment.
- Ability to travel by both air and land.
- Ability to work flexible hours (including weekends and holidays) when needed.
- Must be able to lift and assemble booth (45 lbs.) as well as carry brochures and other promotional materials.

ANNUAL SALARY: Commensurate with experience

POSTING DATE: February 21, 2017

CLOSING DATE: Until filled

APPLICATION PROCEDURE:

- 1) Fill out a "CCSI Application" and attach a current resume
- 2) Submit both, application and resume, to Human Resources at hfjobapplications@houstonfirst.com

The individual selected for the position described above will be employed by Convention and Cultural Services, Inc., and in accordance with an existing Services Agreement, will perform services for Houston First Corporation.

An equal opportunity employer.