

HORIZON CONVENTION CENTER

Sales Manager

Reports to: Director of Sales and Marketing

SUMMARY

Solicits and contracts events for the Horizon Convention Center with an emphasis on events with significant economic impact for the City of Muncie and Delaware County.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Proactively seek out new convention business in assigned market segments; initiate contact with prospects; prepare proposals for prospects that reflect a win-win arrangement; follow up and close business. Focus on events with significant overnight production for host hotel.
- Qualify convention client inquiries and follow up on all leads.
- Negotiate event contracts and prepare communications to client
- Represent facility to all potential clients; conduct facility tours; answer questions and provide information about convention center and other convention partners.
- Establish relationships throughout Indiana and the region with convention & conference decision makers and recruit them to the Convention Center.
- Coordinate with local and regional tourism partners such as host hotel and partners downtown to create a cooperative sales effort to promote area as a viable convention option.
- Maintain memberships in local, state and national meeting planner organizations as directed by supervisor and represent the facility at local, state & regional events of these organizations.
- Serve as an advocate for the convention center with industry representatives, the general public and other convention center departments and divisions.
- Attend pre and post-convention meetings with all your convention clients.
- Plan and execute client entertainment events, as well as prospect familiarization events.
- Find, evaluate and attend various trade shows including those with overnight travel to exhibit and promote convention center and area as viable state and regional convention option.
- Submit weekly activity reports as well as monthly forecast reports for activity and expenses for the following month.
- Attend all meetings, both internal and external, as required by supervisor
- Serve as Manager on Duty for select events as requested by supervisor, including some nights, weekends and holidays.
- Submit all detailed expense reports with receipts within a timely manner as directed by supervisor.
- Enter and maintain all client and prospect info into booking software database.
- Other tasks as assigned by supervisor

SUPERVISORY RESPONSIBILITIES

None at this time.

QUALIFICATIONS

The ideal candidate will possess:

- Proven track record in sales
- Superior written and verbal presentation skills.
- Understanding of the Horizon Convention Center's role in the ongoing stabilization of downtown Muncie and its economic impact to the community.
- Ability to quickly build relationships with clients and prospects to enhance sales opportunities for the Horizon Convention Center locally, regionally and nationally.
- Creativity to attract client conventions and meetings to Muncie.
- Leadership qualities and ability to function independently.
- Ability to negotiate contracts and close sales.
- Ability to produce quality results with an eye for budget management.
- Valid driver's license and reliable transportation.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed in this document are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

EDUCATION AND/OR EXPERIENCE

Experience in sales and marketing. Bachelor's degree or equivalent from an accredited four year school in Marketing, Business Administration, Communications or related field preferred, however, work experience in a related position may be considered a substitute for educational requirements.

LANGUAGE SKILLS

Candidate must possess the ability to read and interpret documents such as bid proposals, sales contracts and procedure manuals. Candidate must have the ability to write clear and accurate reports and correspondence. Candidate must possess the ability to speak effectively before customers and employees of the Convention Center.

MATHEMATICAL SKILLS

Ability to calculate figures and amounts such as discounts, interest commissions, proportions, percentages, area, circumferences, and volume.

COMPUTER SKILLS

Proficient in the use Microsoft Office – including Word, Outlook, and Excel e-mail programs PC computers. Must learn facility booking software, Event Pro and develop proficiency in our website platform.

REASONING ABILITY

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

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 may be made to enable individuals with disabilities to perform essential functions.

While performing the duties of this job, the employee is regularly required to stand; walk; use hands to finger, handle, or feel; and talk or hear. The employee is required to reach with hands and arms and taste or smell. The employee is occasionally required to sit; climb or balance; and stoop; kneel; crouch; or crawl. The employee must frequently lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, and ability to adjust focus.

WORK ENVIRONMENT

Approximately 20% of the position requires office work, 20% will take place in the facility to direct the staff and meet with clients, 60% will take place out of the facility traveling and contacting clients. Candidate must have valid driver's license, reliable transportation and auto insurance.

Signed: _____ Date: _____