

Group Sales

FLSA Status: Non-Exempt
Supervisor: Director of Marketing & Development

Position Purpose:

Formulates, coordinates and implements programs to maximize revenues from group admissions and membership sales.

ESSENTIAL FUNCTIONS:

- Develops and maintains relationships with group travel industry representatives.
- Establishes new accounts through relationship building and follow through.
- Maintains and expands group database.
- Serves as primary liaison between group sales and guest services regarding group travel, including but not limited to greeting coaches, bus parking, client communication and guest satisfaction.
- Through guest oriented sales techniques, meet or exceed all established sales goals.
- Produces group confirmations and follow up in regard to group process, including scheduling reservations.
- Prepares daily sales report summarizing daily activities.
- Coordinates individual and corporate memberships, partnerships, adopt-an-animal membership campaigns and other associated projects or promotions.
- Provides/coordinates tours for perspective clients.
- Provides exceptional customer service
- Supports Director of Marketing with achieving revenue goals.
- Performs other duties as assigned.

Knowledge: Requires excellent communication skills. Basic knowledge of computer programs and applications are essential and the ability to operate all necessary office equipment. High school diploma or GED required. Experience in the tourism/hospitality industry a plus.

Mental - Requires a high degree of concentration and attention to professionally and persuasively address multiple audiences.

Physical - Requires walking/standing/sitting; infrequent lifting or strenuous physical movement. Occasional evening and weekend work and travel are required.

Environmental - Requires capability of performing essential job functions in an office environment with climate control and good lighting.

Manual Dexterity - Requires the ability to operate telephones, facsimile machines, computers and other general office equipment, to record written information and maintain files.

Audible - Requires the ability to verbally communicate with prospects, donors, high-level officials and employees in person and via telephone.

The above description is intended to describe the general content, identify the essential job functions, and set forth the requirements for the performance of this job. It is not to be construed as an exhaustive statement of job functions or requirements.