

VISIT MISSISSIPPI GULF COAST

Job Title:	Leisure Group Sales Manager
Reports To:	Director of Sales
Summary:	<p>This position promotes the Mississippi Gulf Coast to group leaders and tour operators to generate leisure business. Promotes leisure group travel by developing tour itineraries with local hotels, attractions, events and festivals to sell to the leisure group travel market; achieves specified room night and group tour lead goals. Is assigned annual goals by the Director of Sales. Performance measured regularly</p>
Duties & Responsibilities:	<p>Represents Mississippi Gulf Coast industry partners at trade shows, on site visits, familiarization tours and sales missions.</p> <p>Prospects new tour business and maintains contact with standing client tour planners, travel agents, packagers, and Motorcoach operators via phone, digital and direct mailings, and personal visits to encourage them to promote the tri-county coastal area as a leisure destination.</p> <p>Evaluates the value of attending selected tradeshow and explores other opportunities to meet with tour planners and promote Mississippi Gulf Coast as a leisure destination.</p> <p>Maintains knowledge of local hotel and resort properties, activities and attractions for the tri-county region through on-site visits and ongoing communications. Works with local marketing partners to develop new group tour product following current and future tour trends.</p> <p>Develops new leisure itineraries to incorporate all Gulf Coast attractions and activities to promote to tour planners. Partners with neighboring cities and states to create comprehensive Gulf Coast itineraries to present to tour planners and encourage overnight stays on the MS Gulf Coast.</p> <p>Follows-up on group tour leads received from trade shows and other sources by sending/delivering requested information and assisting with special requests, itinerary customization, and local marketing partner referrals.</p> <p>Develops and coordinates individual site visits, group oriented familiarization tours, sales blitzes, etc.</p> <p>Uses CRM database for lead production and tracking; recording group business to the destination, including hotel room nights.</p> <p>Assists marketing department in advertising and public relations programs targeting the leisure group tour industry, digital newsletters, show attendance builders, and the production of a group tour manual.</p> <p>Investigates and resolves customer problems with referrals, partner responses, etc.</p>

Attends meetings, functions and business travel after normal business hours whenever necessary.

Performs other related duties as required.

Assists in the development of the annual marketing plan.

Investigates and resolves customer problems with referrals, partner responses, etc.

Attends meetings, functions and business travel after normal business hours whenever necessary.

Requirements:

College degree or equivalent experience.

Must have good organizational and oral and written communication skills.

Must have the ability to exercise sound judgment and appraise situations in the pursuit of tourism for Mississippi.

Must have familiarity with computer database management.

Must be neat and professionally well groomed.

Must be aware of all related safety procedures.

Must be able to travel outside the region on business.