

POSITION: Tourism Sales Manager

STATUS: Full time

REPORTS TO: Director

SUMMARY Market and sell the Gahanna area as a destination to leisure travelers, sports tournament organizers, group tour operators, meeting and event planners, reunion planners, and residents.

DUTIES & RESPONSIBILITIES

- Plan, coordinate and participate in direct sales calls, sales blitzes, familiarization tours, site inspections and trade marketplaces for target markets.
- Maintain contact and grow relationships through direct mail, telephone, personal sales calls, monthly meetings or e-marketing with sports tournament coordinators, tour operators/travel agents and meeting planners.
- Provide services to planners by following up on leads, assisting with room blocks, providing collateral materials, welcome bags and additional market specific needs.
- Work with Gahanna hotel properties to develop packages and market-specific promotions to increase leisure room night bookings.
- Develop and implement a tracking and lead distribution system to evaluate the effectiveness of sales and marketing efforts. Prepare to provide report on a monthly basis.
- Coordinate market specific partnership opportunities with Ohio Tourism Division, Experience Columbus, the Columbus Motorcoach Council and other strategic cooperative efforts.
- Maintain knowledge of Gahanna properties, attractions and service providers through on-site visits and ongoing communication.
- Assist with the communication and development of programs to educate and engage stakeholders regarding partnership opportunities, development initiatives and industry related trends.
- Assist with the development and maintenance of marketing materials. These include, but are not limited to: Official Visitors Guide, www.visitgahanna.com, Group Tour Planner, sales sheets, e-newsletters, and social media.
- Assist with annual budget development, marketing plan, and long-range planning.

REQUIRMENTS

- Four-year degree from an academic institution in marketing, communications or other related field

- Experience with a convention & visitors bureau, hotel, attraction or other related tourism business preferred
- Excellent interpersonal, organizational, writing and communications skills
- Experience in coordinating and administering multiple projects simultaneously
- Proven experience in managing multiple partners
- Exemplary record of sales growth and accomplishments
- Ability to exercise judgment and diplomacy in a wide variety of public contact situations

Please send resume and cover letter to:

Karen Eylon
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167 Mill St.
Gahanna, OH 43230
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