



DEPARTMENT OF HUMAN RESOURCES
CITY & SCHOOLS

CITY OF STAUNTON
POSITION DESCRIPTION

JOB TITLE: Group Sales & Marketing Manager	DEPARTMENT: Tourism
IMMEDIATE SUPERVISOR: Director of Tourism	GRADE/RANK: 18
	FLSA/ESSENTIAL STATUS: Exempt

GENERAL DEFINITION AND PURPOSE OF WORK:

Under minimal supervision, develops sales/marketing programs and tourism products, packages, and serviced designed to increase visitation to the City of Staunton. Work involves working with local hospitality industry and historical/cultural groups to develop packages designed to attract visitors, researching and pursuing grant opportunities, maintaining marketing efforts targeting local hotels, working with the media to generate positive publicity and serving as contact person for meeting/convention planners. Employee must exercise tact and courtesy in frequent contact with public and employ initiative and independent judgement in completing assigned tasks. Reports to the Director of Tourism.

ESSENTIAL FUNCTIONS/TYPICAL TASKS:

The minimum performance expectations include, but are not limited to, the following functions/tasks:

- Develops tourism products, packages, and services designed to increase visitation to the City; maintains close working relationships with regional partners, the local hospitality industry, and historical/cultural groups to develop creative, value-based packages designed to attract visitors;
- Researches and pursues grant opportunities to enhance tourism development initiatives, attractions, and tourism-oriented agencies;

- Develops an annual Staunton Tourism content marketing strategy; writes content for the Visit Staunton blog; sources photography and produces graphics; promotes the content via social media;
- Develops an annual email marketing strategy; writes content for the Visit Staunton weekly and monthly email, sources photography and produces graphics;
- Responsible for soliciting and booking group business for Staunton hotels, meeting facilities and other venues, with a primary focus on booking hotel room nights in the City of Staunton with each group. Develop and implement marketing and sales plans and strategies to accomplish this purpose;
- Attends and works at tradeshow booths; greets and meets clients; makes verbal and audio and visual presentations, collects data for potential leads; arranges site visits, prepares collected information and distributes to City venues;
- Solicit social, military, educational, religious and fraternal groups (SMERF,) association, sports and small meetings market. Work with local and regional attractions to develop relationships and educate them regarding the City of Staunton, Staunton hotels, facilities and community amenities;
- Conduct direct sales efforts through convention bids, targeted sales missions, sales calls, and participation in trade shows and travel industry activity designed to reach consumers, group leaders, and meeting planners;
- Conduct follow-up sales calls as a result of trade shows, marketplaces, or sales missions. Plan and execute sales missions under guidance of the Director;
- Contact state association representatives by phone, letter or personal calls to research meeting needs and determine the Tourism Department's role for meeting those needs;
- Produce monthly sales report for the Director, including minimum number of sales calls per days as directed;
- Utilize a database to maintain accurate and detailed records of prospect leads, new business, sales calls, existing client interaction, and group servicing activity;
- Produce detailed expense reports at conclusion of each travel mission or sales trip;
- Develop relationships and build partnerships with area businesses, attractions and hotels relative to Staunton's hospitality industry. Maintain up-to-date records on contact people, facilities, etc., for all Tourism Department records, brochures and other materials;
- Handle all clients from initial contact through actual booking through the planning process and servicing to the conclusion of their meeting or event. Follow-up with post-convention evaluation. Maintain detailed records of all client interaction utilizing the Tourism Department's database;
- Coordinate all services for each group, including working with volunteers and Visitor Center staff. Services may include any or all of the following: registration assistance, name badges, transportation assistance, promotional items, welcome bags, city tours, step-on guide, and other activities;
- Keep accurate records of inventory. Inform Director of all re-order needs for brochures or other materials;
- Organizes and presents familiarization programs targeting state, regional, and local hospitality industry;
- Communicate regularly and maintain good relations with lodging facilities, convention center staff, attractions and other agencies to collect information for maintenance of meeting planner's guide, visitor's guide and other publications and web site;
- Research and develop themes for "packaging" Staunton to both groups and visitors. Organize package contents and create design for package presentation on the tourism web site and in special marketing;

- Represent Staunton Tourism in area, regional and state organizations such as American Bus Association, National Tour Association, Travel South, Virginia Motorcoach, etc;
- Communicates with Director of Tourism, employees, volunteers, other departments, City officials, historical and cultural organizations, hospitality industry representatives, the public, the media, outside agencies, and other individuals as needed to coordinate work activities, review status of work, exchange information, resolve problems, or give and receive advice and direction;
- Assists the Director of Tourism with coordination of advertising programs; fosters a positive public image that promotes the City as a viable travel destination;
- Assists with development of all collateral materials;
- Develops hospitality-training programs for local industry employees designed to teach skills for cross-selling of attractions and other hospitality-related businesses and;
- Represents Staunton Tourism at various meetings and conventions to share information on amenities, attractions, and services; makes presentations regarding marketing and promotional activities; responds to inquiries and elicits support for proposed programs; performs networking by participating in organizations, clubs, educational events, and other social activities which include potential clients and fellow members of the hospitality industry; works to build a strong presence of the Staunton Tourism Department through consistent attendance, active participation, and support.

KNOWLEDGE, SKILLS AND ABILITIES:

Through knowledge of the tourism industry and trends; strong oral and written communications skills; ability to establish and maintain effective working relationships with public officials, businesses, and the general public; ability to provide working leadership with co-workers and activity participants; ability to prepare and present general financial and administrative reports; organizational skills; ability to exercise independent judgment to apply facts and principles for developing approaches and techniques to problem resolution; ability to exercise the judgment, decisiveness and creativity in program planning, operation and evaluation. Strong sales and marketing skills designed to reach a variety of audiences. Ability to operate audio visual equipment. Skills in computer operation including word processing and data base management software.

QUALIFICATIONS/EDUCATION AND EXPERIENCE:

Bachelor's degree in marketing, public relations, or a closely related field, and 3 to 5-years' experience in marketing or public relations work; or any combination of training and experience which provides the required skills, knowledge, and abilities. Hotel experience a plus.

DISTINGUISHING FEATURES OF THE POSITION:

Position is required to schedule and conduct tours of area attractions which requires working nights, week-ends and holidays. Prepares tour itineraries. Position requires frequent overnight travel. Valid driver's license with a good driving record is required. Performs other related work

as required

PHYSICAL DEMANDS and ENVIRONMENTAL CONDITIONS:

This is work requiring the exertion of negligible amount of force constantly to move objects, up to 20 pounds of force frequently and some work requiring the exertion of up to 30 pounds of force to move and carry objects for marketing and public relations programs and activities. Work requires stooping, reaching, carrying, fingering, grasping and repetitive motions; extensive walking, traveling in vehicles and by means of other public transportation; typing/word processing requires the ability to perform repetitive tasks involving fine motor skills. Vocal communication is required for expressing and presenting or exchanging information and instructions by means of the spoken word; hearing is required to perceive information at normal spoken word levels, and to receive detailed information through oral communications and/or to make fine distinctions in sound; visual acuity is required for preparing and analyzing written or computer data, operation of machines, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the work is not subject to adverse environmental conditions.

ADA:

The employer will make reasonable accommodations in compliance with the American with Disabilities Act of 1990.

SUPERVISORY RESPONSIBILITIES:

No supervisory responsibilities.

EXAMPLES OF EXPECTED DECISION MAKING:

Assists in developing Tourism budget recommendations. Develop, recommend and then implement a marketing and advertising plan for tourism in the City of Staunton.

This job description in no way states or implies that these are the only duties to be performed by this employee. The Group Sales & Marketing Manager will be required to follow any other instructions and to perform any other related duties as assigned by the supervisor. The City of Staunton reserves the right to update, revise or change this job description and related duties at any time.

EVALUATION:

Performance of this job will be evaluated in accordance with city policy, using information from various sources to study and review the position holder's ability and effectiveness in carrying out the above responsibilities.

Approved by: Director of Tourism and Chief Human Resources Officer

Revised Date: 2019