

City of Santa Fe, New Mexico

P.O. Box 909, 200 Lincoln Ave
(505) 955-6597 Fax (505) 955-6810

www.santafenm.gov



POSITION TITLE CVB Sales Manager (2 Positions)
DEPARTMENT Tourism
PERIOD TO APPLY: 3/16/2018 – 4/16/2018
SUPERVISOR: Director of Sales

SALARY RANGE: \$21.436-38.553 (L)
FLSA/UNION STATUS: Exempt/Nonunion
POSITION STATUS: Exempt/Full-Time
LOCATION: CVB

GENERAL DESCRIPTION

The CVB Sales Manager is responsible for sales and solicitation of group and individual travel through lead generation, trade show attendance, sales correspondence and familiarization tours and all maintenance of records.

SUPERVISION RECEIVED

Works under the general direction of the Convention and Visitors Bureau Sales Supervisor.

SUPERVISION EXERCISED

None

NATURE OF WORK

ESSENTIAL FUNCTIONS: *The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.*

Responsible for sales to the group and leisure travel market as well as the development of target accounts and enactment of action plans for account solicitation.

Actively generates sales leads for potential meetings and conferences and maintains account relationships. Makes reasonable recommendations to improve potential for the assigned market.

Conducts telemarketing projects to identify new business.

Coordinates and participates in familiarization trips and site visits.

Secures citywide Convention Center bookings.

Attends and coordinates trade shows, sales missions and sales call trips.

Maintains product knowledge of Santa Fe tourism services, attractions and facilities.

Handles account details so that all pertinent aspects of solicitations and closings are complete and accurately documented on customized sales and marketing software.

Plans, organizes and carries out special projects that include research, analysis, compilation, report generation and follow-up as directed.

Attends meetings, seminars and workshops as required.

MINIMUM QUALIFICATIONS

EDUCATION AND EXPERIENCE

High School diploma or GED and four (4) years hospitality sales experience. A Bachelor's Degree in business administration, marketing, public relations, economics or related field is preferred.

ADDITIONAL REQUIREMENTS

City of Santa Fe, New Mexico

P.O. Box 909, 200 Lincoln Ave
(505) 955-6597 Fax (505) 955-6810

www.santafenm.gov



Must possess a valid driver's license and obtain a City of Santa Fe driving permit within three (3) months of hire.

KNOWLEDGE, SKILLS, AND ABILITIES

Considerable knowledge of computer applications, operations and peripheral equipment; sales/marketing; public relations; spelling, punctuation and grammar; basic arithmetic; filing, record keeping and standard office practice. Good knowledge of the principles and techniques of selling and tourist promotion; of computer operations and software such as word processing and spreadsheets.

Considerable skill in effective communication; interpersonal relations; typing (35 w.p.m.); and prioritizing, organizing and handling several projects at a time.

Ability to plan and review the work of others; to present information clearly and concisely, and orally and in writing; to establish effective working relationships with associates and the public.

PHYSICAL DEMANDS/WORK ENVIRONMENT

Work is performed in an office setting. Travel is required. Irregular and/or extended hours may be required. Will be exposed to VDT's, CRT's and UV rays. Required to sit for extended periods of time.

ADA/EEO Compliance

The City of Santa Fe is an Equal Opportunity Employer. In compliance with the American's with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective employees and incumbents to discuss potential accommodations with the employer.

VETERAN'S HIRING INITIATIVE

Pursuant to City of Santa Fe Resolution No. 2013-079, the City of Santa Fe Human Resources Department (HRD) has implemented a Veterans' Hiring Initiative policy in order to provide opportunities for veterans who meet or exceed the minimum qualifications for city employment to obtain City employment. The Governing Body does not guarantee that a veteran shall be hired for the position being applied for, only that the veteran will be given an interview; and, it does not intend to supersede or modify any collective bargaining agreement that is currently in place with the City of Santa Fe.

Job applicants who are veterans who have an honorable discharge from the military or are members of the National Guard or Reserve who have successfully completed basic training, must use the Veteran Certification Form to identify themselves and then must attach a copy of their DD214 or DD215 and/or their proof of current Active, Guard or Reserve enlistment in order to certify their status.