



## JOB DESCRIPTION

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<b>Job Title:</b>	<b>Sales Manager</b>
<b>Division:</b>	<b>Sales</b>
<b>Reports to:</b>	<b>Director of Sales</b>
<b>Classification:</b>	<b>Full Time, Exempt</b>
<b>Approved by:</b>	<b>President &amp; CEO</b>

## Background

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Do you want to be part of a fast paced, fun and growing organization in an emerging destination?

Oakland has received national press coverage from dozens of top-tier outlets, including accolades such as the New York Times' **#5 Place to Visit in the World** to the **Most Exciting City in America**. Oakland is on everyone's radar. As the destination continues to gain momentum, more and more people are looking to Oakland as the innovative "Brooklyn of the West." The city is buzzing with new energy from a thriving restaurant scene, vibrant entertainment and arts offerings and growing nightlife, among many other things! Now is your chance to be a part of Oakland's exciting renaissance!

Visit Oakland is the destination marketing organization for Oakland, CA and is private, not-for-profit, 501c6 organization, with a 21-member board of directors and a full time staff. Visit Oakland is funded by a dedicated hotel tax - Measure C, which passed in 2009.

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## The Position

### ***Focus on business development and relationship building in the Associations and Travel Trade***

You are a high energy, positive and self-motivated individual who is just as comfortable jumping on a plane for a sales trip as you are being in the office developing a proposal for a client. You have superb communications skills, are innovative in your sales approach and are the ultimate team player. You can adapt easily to change and thrive on creating collaborative and productive relationships with partners, customers, and internal team members. This is a great opportunity for someone who is a relationship builder and likes to work in a fast paced environment. This position reports directly to the Director of Sales.

### **Essential Duties and Responsibilities**

The Sales Manager role offers an opportunity to help grow and develop Oakland's share in both the Associations and Travel Trade in unison with the exciting new growth that is taking place in Oakland. Role includes generating room night bookings for Oakland hotels, developing client base, organizing Visit Oakland's presence at trade shows, and escorting clients' on-site tours and Familiarization Tours (FAMs).

- **Lead Generation:** Produces group business leads for the hospitality industry. This is accomplished through proactively soliciting new business through cold calls, sales blitzes, sales missions, FAMs and trade shows as well servicing calls that come to Visit Oakland.
- **Tradeshaw Management:** Represents Oakland on show floor, collects and distribute leads to Oakland hotel partners, manages booking cycle and reports ROI.

- **Relationship Building:** Maintains good relationships with existing clients in the market as well as develops new relationships. Develops relationships and builds partnerships with area businesses, attractions and hotels relative to the client's needs
- **Business Development:** Identifies and develops new market opportunities.
- **Customer Service:** Acts as liaison between meeting planners and industry partners.
- **FAM Tours:** Works with Sales Coordinator to plan site visits and FAM tours of Oakland.
- **CRM Management:** Maintains client database, tracks leads, bookings and report to DOS results on weekly basis
- **Best Practices:** Stays up to date on industry best practices, standards and benchmarks by, but not limited to, reading publications and attending events
- **Industry Participation:** Serves on industry committees and boards when appropriate as well as maintains membership in local, state, regional, and national industry organizations.

### How to Apply:

To apply, please send cover letter & resume and three references to [rhane@visitoakland.org](mailto:rhane@visitoakland.org) and write Sales Manager Position in the subject line. No phone calls or walk-ins.

### Requirements

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- A minimum of two years of sales experience with a solid understanding of tourism & hospitality industry.
- Individual will preferably have experience working with ass groups and meeting planners.
- A bachelor's degree in business management, marketing, sales, communication or hospitality is preferred.
- Passionate, high energy and professional.
- Excellent communication and presentation skills; including ability to effectively communicate with clients, destination partners and co-workers.
- Proven track record with sales conversion.
- Fluent in English; excellent written and verbal communication.
- Intermediate knowledge of MS Office, Microsoft Outlook, CRM (SalesForce, Simpleview)
- A Road Warrior mentality – loves to travel to attend workshops, trade shows and training.
- Organize and execute in and out of market sales missions.
- Strong ability to multi-task and prioritize.
- Must be able to lift 35 lbs.
- The ideal candidate will be interested in career advancement in the destination marketing industry.
- Available on weekends and evenings as needed.
- Valid driver's license required and car with clean DMV record.
- Valid passport for international travel

### Compensation

Competitive base salary plus bonus structure

Benefits: Medical, dental, FSA, life and retirement benefits

Relocation Package: Not available

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