



CITY OF OMAHA CLASS SPECIFICATION

CLASSIFICATION TITLE: NATIONAL SALES MANAGER

BARGAINING UNIT: CIV MANAGEMENT CODE NUMBER: 0530

PAY RANGE CODE: 15.1 MC REVISION DATE: 2/4/16

NATURE OF WORK:

This position will be responsible for lead generation, qualification, and solicitation of accounts based on key primary and secondary market segments through personal sales calls, telemarketing, direct mail, electronic media, and tradeshow involvement. The incumbent will also be responsible for public relations activities involving local hotels/motels, facilities, city officials, local media, meeting planners, and other related representatives.

An incumbent in this position exercises considerable independence in the performance of duties and responsibilities and receives general guidance from a superior.

ESSENTIAL FUNCTIONS: *(Any one position may not perform all the duties listed, nor do the listed examples include all the duties that may be performed in positions allocated to this class.)*

Manages research and qualifies prospective business opportunities in assigned market segments and actively solicits convention and group business in an effort to produce sales leads and definite bookings for hotel/motel properties, and other facilities.

Generates a predetermined number of lead and definite guestroom nights for hotel/motels and facilities in Omaha.

Conducts sales calls and meetings with current and prospective clients.

Manages bid processes.

Serves as liaison between client and facilities.

Identifies the sales materials needed for promotional pieces and programs.

Establishes and maintains effective business relationships with representatives of Omaha metro area hotels/motels and facilities.

Meets with organization executives, planners and committees to assist as necessary in the selection of Omaha as a convention destination.

Invites meeting planners and decision makers to Omaha for site visits.

Directs, and escorts clients on familiarization trips and site inspections.

Facilitates meetings between clients and Omaha Convention Visitors Bureau (OCVB) partners.

Attends events and community activities as assigned.

Generates a predetermined number of lead and definite guestroom nights for hotel/motels and facilities in Omaha.

Participates in industry tradeshow and conventions and schedules and conducts sales trips.

Maintains and ensures timely input in OCVB's Customer Relationship Management (CRM) system.

Compiles monthly sales report.

Maintains regular job attendance in accordance with a schedule established for the position by the supervisor.

Performs other related duties as assigned or as the situation dictates within the scope of this classification.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of the operation of hotel/motel business and the needs of conventioners, visitors, and other groups whose interest may be raised in using local facilities for their events.

Knowledge of the tools and techniques used in the promotion of convention and other gathering sites.

Knowledge of attractions, facilities, and services available to visitors in the Omaha metro area.

Knowledge of departmental policies, procedures, and regulations.

Knowledge of and ability to operate a computer or other technology using standard or customized computer or systems software applications appropriate to the assigned tasks.

Ability to learn and adapt to advances in computer and electronics device technology and software.

Ability to establish and maintain effective working relationships with fellow employees, members of the tourism industry, and members of the general public.

Ability to communicate effectively, orally and in writing.

Ability to maintain confidentiality.

Ability to make oral presentations to attract representatives of organizations to hold events in the Omaha area.

Ability to prioritize and manage multiple projects and people while meeting stringent deadlines.

Ability to travel independently to domestic and international destinations via commercial airlines.

Ability to adhere to safety policies, procedures, and guidelines.

Ability to sit and stand from 76 to 100% of the time, to walk from 51 to 75% of the time, and reach, bend, stoop, push and pull up to 25% of the time.

Ability to use up to thirty (30) pounds of force up to 25% of the time to move objects.

EDUCATION AND EXPERIENCE: *(The knowledge, skills, and abilities above may be acquired through, but are not limited to, the following combination of education and/or experience.)*

Bachelor's degree in Hospitality, Business Administration, or a related field

AND

Three (3) years of related experience in hospitality industry sales, including but not limited to: hotels, attractions, convention centers, event sales, and event services

OR

An equivalent combination of education and experience.

SPECIAL REQUIREMENTS:

Must possess a valid motor vehicle operator's license from the time of appointment.

Must be available to work flexible hours, weekends, and holidays.

The following industry certifications are preferred: Certified Destination Management Executive (CDME), Certified Meeting Professional (CMP), Certified Government Meeting Professional (CGMP), or other related certifications.

The following industry memberships are preferred: ASAE Center for Association Leadership, Meeting Planners International (MPI), Professional Convention Management Association (PCMA), and Society of Government Meeting Planners (SGMP), or other related memberships.

WORKING CONDITIONS: *(The conditions herein are representative of those that must be met by the employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.)*

Work is performed in an office setting amid normal conditions of dust, odors, fumes, and noises. However, at times an incumbent is required to travel to other sites within the city and to other cities and in so doing is exposed to all weather conditions.

EQUIPMENT OPERATION: *(Any one position may not use all of the tools and equipment listed nor do the listed examples comprise all of the tools and equipment that may be used in positions allocated to this classification.)*

Computer
Telephone

Calculator
Printer

Copier

Previous Revision Date(s):