



CITY OF OMAHA CLASS SPECIFICATION

CLASSIFICATION TITLE: SENIOR TOURISM SALES MANAGER

BARGAINING UNIT: CIV MANAGEMENT CODE NUMBER: 0596

PAY RANGE CODE: 20.1 MC REVISION DATE: 2/4/16

NATURE OF WORK:

This is supervisory work generating business through lead generation, qualification, and solicitation of accounts based on key market segments through personal sales calls, telemarketing, direct mail, electronic media, and tradeshow involvement. Work involves coordinating public relations activities involving local hotels, facilities, and other related representatives as well as marketing Omaha as a desirable meeting destination site. 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 motor coach tour operators, group and tour planners, and military reunion leaders in an effort to produce sales leads and definite bookings for partner hotel/motel properties and other facilities.

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

Conducts sales calls and meetings with current and prospective clients.

Directs and escorts clients on familiarization trips and site inspections.

Serves as liaison between client and facilities.

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

Coordinates and services all arriving group tours into Omaha.

Establishes and maintains effective business relationships with representatives of the Omaha metro area hotels/motels and facilities through personal contact, leads, etc.

Identifies the sales materials needed for promotional pieces and programs.

Attends events and community activities as assigned, and participates in industry tradeshow and conventions.

Oversees performance of tourism sales and ensures goals are met.

Represents the OCVB at state-wide tour and travel events, conferences, and meetings.

Schedules and conducts sales trips.

Manages bid process.

Maintains and ensures timely input in OCVB's customer relationship management (CRM) system.

Compiles monthly sales report.

Develops and conducts programs to inform partners in the tourism industry of current trends in the group tour business.

Manages and generates revenue through Group Tour programs by training guides, assigning guides to tour groups, and managing monthly schedule of tours.

Manages and coordinates the Step-On Guide program.

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 methods and techniques used to attract tourism.

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

Knowledge of the motor coach market, as well as of other markets assigned.

Knowledge of departmental policies, procedures, and functions.

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.

Skill in presenting creative and detail oriented programs designed to promote tourism.

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

Ability to successfully market attractions, lodgings, and venues in the area as tourist destinations, both orally and in writing.

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

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 adhere to safety policies, procedures, and guidelines.

Ability to sit from 76 to 100% of the time, to stand and walk from 26 to 50% 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, marketing or a related field

AND

Five (5) years of professional 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 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.

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
Facsimile Machine

Copier
Printer

Previous Revision Date(s):