

**Oxnard Convention & Visitors Bureau  
Position Description**

**POSITION:** Group Sales Manager

**CLASSIFICATION:** Full Time. Must be available to work evenings, weekends and some holidays.

**REPORTS TO:** President & CEO

**DATE:** May 2019

**GENERAL SUMMARY:**

The Group Sales Manager is a full-time position that oversees the sales efforts (group sales and travel industry sales) for Visit Oxnard. This position focuses on conventions, meetings and group events, by lead generation through phone calls, walk-ins, tradeshow, web site inquiries, RFP's and qualified site visits. Responsible for assisting in definite room night bookings goals and sales and marketing activities that promote the area to meeting planners, tour operators and leisure guests.

This position is responsible for establishing and maintaining relationships with local hospitality partners, tourism related businesses and key stakeholders. Responsible for all facets of Sales & Convention Services Management including preparation for and follow-up of: tradeshow, sales, administration, data entry, research, sales blitzes, sports committee activities, sales collateral, ordering and inventory of promotional items.

Carries out sales & marketing promotions as stated in the OCVB TMD Plan or by the President/CEO. Works closely with Visit Oxnard staff, contracted public relations agency and creative advertising agency to implement new industry promotions. Comfortably work in a fast-paced environment and can simultaneously manage multiple projects. Implementation of new business development, sponsorships, industry partnerships and co-op promotions.

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**PRINCIPAL DUTIES AND RESPONSIBILITIES:**

**Sales / Tradeshow / RFP / FAM:**

- Implements and evaluates yearly sales development strategic vision & plan for the OCVB.
- Actively solicits group business to the OCVB as described in sales development plan; Liaison with hoteliers to book meetings, conventions and events.
- Generate leads and service requests. Tradeshow mailings, telephone and e-mail sales inquiries, written correspondence, service walk-ins.
- Achieve conversion leads generated with support to definite group business.
- Attend consumer, leisure and group business travel trade shows, conventions and conferences. Including: travel planning, booking, preparation, packing, shipping, staffing and follow-up. Regional business travel required with overnight stays (approx. 55-65 nights per year)
- Preparation and follow up of sales blitz's, proposals, site inspections services and meetings/conferences.
- Consistent contact with meeting and event planners in existing and new markets.
- Assists in the formulation and implementation of RFP bids and funding proposals.
- Develop group tour itineraries, sales development initiatives and assist in all group/individual tour & travel trade requests. Assists with local/regional group FAM trips for tourism industry.

**Marketing:**

- Recommends and coordinates all aspects of meeting business PR, advertisements (print & digital) and sales collateral
- Gather, maintain and interpret industry and market research

### **Community Development**

- Work with partners to identify opportunities to expand market presence & increase organizations visibility.
- Coordinates sales & community development initiatives across the OCVB through relationship building.
- Attend trade member organization/association meetings and local committee participation.
- Continuously seeks new business partnerships/programs/sponsorship opportunities to enhance organization visibility in community and engage city-wide support.
- Liaison/point of contact for new and existing businesses; explains OCVB mission, ensures communications and relationships to develop partnerships.
- Fosters positive relationships with team members, stakeholders, vendors, and visitors.
- Contributes to our safe, positive and harmonious work culture and environment.

### **Ongoing:**

- **Reporting:** Monthly statistical reports for board and committee meetings.
- **Research:** Special and annual events, special projects and programs to assist in workflow.
- **Special Projects:** Design and creation of promotional items and meeting marketing materials.
- **Event Planning:** Tradeshow, sales blitzes, sales meetings, and familiarization tours.

### **Qualifications:**

Proven leadership skills and the ability to work as a team member. Requires flexibility to manage the complex coordination of multiple department and Bureau projects. Position requires self- motivation and independent, strategic thinking. Proven sales & marketing skills, reporting ability, excellent communication skills, both verbal and written. The ability to form and understand a sales & marketing plan and implement the task associated with the plan.

- Must have prior experience working with meeting planners, business development/new account solicitation, tour operators, associations, and individual affinity group coordinators
- Strong written, verbal (public speaking) and organizational skills are a must.
- Excellent computer skills are needed, including MS Office, Excel, Power Point and Internet, CRM database knowledge.
- Deep understanding of traditional and emerging marketing channels
- Regional business travel required with overnight stays (approx. 55-65 nights per year)

### **Other Duties:**

- Please note this job description does not cover or contain all activities, duties or responsibilities that are required of the team member for this job. Duties, responsibilities and activities may change at any time with or without notice.

*Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

**Application Process on page 3**

### Application Process:

**All interested applicants are required to submit the following:**

Resume, 3 references and contact information and a cover letter to include salary requirements, and answers to the supplemental questionnaire listed below.

\*Salary: DOQ

\*Benefits package includes medical /dental/vision

Please email complete application package to: [OCVBgroupsales@gmail.com](mailto:OCVBgroupsales@gmail.com)

**Deadline: Application packages will be accepted through May 31, 2019**

**NO PHONE CALLS PLEASE!**

### **SUPPLEMENTAL QUESTIONNAIRE**

(Supplemental forms that are incomplete or missing information may disqualify the application.)

1. Please describe your interest in becoming a Group Sales Manager for the Oxnard Convention & Visitors Bureau.
2. Please describe in detail your experience, educational background, and qualifications for this position.
3. Give specific examples of your role(s) and responsibilities with sales, hospitality, tradeshow, and/or community development.