



VICE PRESIDENT OF GROUP SALES

REPORTS TO: PRESIDENT & CEO
DEPARTMENT: GROUP SALES
FLSA STATUS: EXEMPT

GENERAL DESCRIPTION

The Vice President of Group Sales is responsible for the strategic direction, leadership, and support of the Group Sales team, which includes the convention, tradeshow, professional and group markets. This position is responsible for leading CT&T's Group Sales efforts throughout Cobb County and driving preference among Group Sales decision makers in order to increase business.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Strategically lead the Group Sales team to achieve sales goals related to each market segment, developing sales priorities, goals and expected outcomes.
- Develop and implement annual sales plan, using CRM data and research from the Senior Director of Tourism Strategy and Information.
- Develop and lead a comprehensive sales program for the growth and maintenance of Group Sales business in order to increase convention, tradeshow, professional and group booked business.
- Establish and implement performance indicators and metrics to adjust sales strategies, goals and expected outcomes, as needed.
- Ensure Group Sales team fully utilizes CT&T's CRM system for accurate data collection, reporting and strategic direction.
- Develop and monitor the department's budget to effectively achieve all program objectives.
- Direct the Group Sales team's participation in tradeshows to stimulate leads and additional business.
- Ensure sales personnel fully utilize grant opportunities.
- Act as a liaison with hospitality and tourism-related businesses and organizations to enhance communication within the industry and strengthen the understanding of Cobb Travel & Tourism's mission and activities.
- Prepare and host quarterly Director of Sales meetings for Cobb hotels and CT&T partners.
- Work with the Sales Marketing Coordinator to develop supporting materials for the Group Sales team.
- Serve as a resource for the Director of Event Services.
- Communicate and coordinate appropriately with CT&T Leadership Team.

OTHER TASKS

- Provide gold-standard customer service to all partners and clients in a way that represents the CT&T brand.
- Represent CT&T at community and hospitality events through active attendance and participation.
- Support achieving CT&T goals and the strategic plan.
- Be a versatile contributor to CT&T, taking on other duties, functions, special projects, and responsibilities as assigned by the President & CEO.

MINIMUM QUALIFICATIONS

- College degree in marketing, tourism, business administration, management, or related field.
- A minimum of 10-plus years of experience in CVB administration or sales.
- Ideal candidate offers a robust knowledge of the hospitality industry and its terminology; a proven understanding of DMOs, meeting/convention market segments, convention centers, hotels, and other hospitality-related venues.
- Strong presentation skills.
- Flexibility to travel, estimated to be 15 percent of time.
- Experience supervising and evaluating the work of others.
- Ability to think creatively, identify new sales and marketing strategies and attract positive attention to Cobb County.
- Ability to create effective working relationships with teams at all levels.

The job and budget responsibilities as presented here may change from time to time as situations warrant. Review and modification to this position will be at the sole discretion of the President & CEO.

PHYSICAL DEMANDS/WORK ENVIRONMENT

The physical demands here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Including but not limited to:

- Standing; walking; sitting; grasping/handling/feeling; reaching with hands and arms; typing; climbing stairs; balancing; talking and listening.
- Driving or riding in a vehicle and flying in an airplane.
- The employee must occasionally lift and/or move up to 30 pounds.
- Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.
- Must be able to travel around Cobb County, the City of Atlanta, and Metro Atlanta.
- Position will require occasional weekends, early morning and evening hours based on client's schedule and needs.

GET TO KNOW US

A catalyst for tourism and placemaking, Cobb Travel & Tourism (CT&T) is an economic driver that plays a crucial role in shaping our community. We promote Cobb County as a premier tourism destination. In other words, CT&T is Cobb's expert adventure guide. By connecting with partners at all levels, we tell the story of why Cobb County is Atlanta's sweet spot. The team's passion, enthusiasm, and expertise help establish Cobb as a preferred location for conventions, trade shows, meetings, sports, and leisure travel. Basically, we are a united team on a mission – unstoppable, unbreakable, and unrivaled.

Cobb Travel & Tourism provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

WHAT'S IN IT FOR YOU

Benefits of working at Cobb Travel & Tourism go beyond our comprehensive benefits package. Being a team member at CT&T means you'll enjoy a culture that is open to creativity and innovation. Additionally, we strive to help each person grow both professionally and personally. We are a small team that highly values each other's skills, interests, and wellbeing. We work hard to create a culture of inclusivity and care, and we believe that if each team member is thriving, then our organization and community will achieve a greater level of success.

Our benefits package includes (but is not limited to):

- Company paid employee only Medical, Dental, Long-term Disability, Short-term Disability, and Life Insurance
- 401 (K) retirement plans, with matching contributions
- Employee paid Vision insurance, and Medical and Dental insurance for dependents
- HSA, FSA and Dependent Care FSA plans
- Generous paid time off
- Professional Development Opportunities
- Hybrid Work Environment

HOW TO APPLY

Please apply for this position by sending your resume to operations@travelcobb.org.