

Alerus Center
Grand Forks, North Dakota
Job Description

Job Title: Conference Sales Manager
Department: Alerus Center
Reports To: Executive Director
FLSA Status: Exempt
Approved Date: December 2014

SUMMARY:

Under direction of the Alerus Center Executive Director, the Conference Sales Manager leads the efforts of soliciting events for the purpose of directly selling the Alerus Center facilities while promoting the facility as a destination for conferences and meetings by; building relationships locally through active involvement in the community and becoming familiar with local businesses which results in confirmed and repeat business for the Alerus Center; assist the Greater Grand Forks Convention and Visitors Bureau to solicit convention and tourism activities; provide information to the Marketing Department to market and promote the Conference Center.

The person in the position of Sales Manager must possess and demonstrate the following values:

- **Customer Focus:** Is dedicated to meeting and/or exceeding the expectations and requirements of internal and external customers.
- **Integrity and Trust:** Is dedicated to consistently sharing information; fostering open and clear discussions; establishing and communicating expectations, standards and rules and takes responsibility for our work and actions
- **Respect and Communication:** Consistently exhibits courteous, respectful, non-defensive and appropriate communication; presents information in a concise and understandable format; understands and values the roles and responsibilities of co-workers; works collaboratively with others to achieve objectives; adheres to organizational policies and procedures;
- **Teamwork and Appreciation:** Is flexible and supports the diverse personal and professional needs of fellow co-workers; celebrates personal and organization achievements; welcomes differences of opinion and accepts decisions reached; works cooperatively with others in accomplishment of joint tasks; and contributes to a positive work environment through fostering collaboration and providing tangible contributions.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Essential responsibilities and duties may include, but are not limited to the following:

1. Maximize Alerus Center's Conference revenue through creative sales techniques and customer focus
2. Provide leadership and direction to sales staff and interns
3. Evaluate subordinates' performance and conduct reviews
4. Contribute to the organization's goal of exceptional customer service
5. Establish measurable goals and objectives. Monitor the success of these goals
6. Assist and advise the Executive Director, as necessary, to ensure the successful achievement of the organization's short- and long-term goals and objectives
7. Assist and advise Executive Director, as necessary, to initiate and prepare Conference Center's budget.
8. Generate booking for meetings, conferences, and trade shows (or any use of facility space) as projected in the budget

9. Prospect new business for the Alerus Center from new key markets; seek and identify local prospects for use of Conference Center; negotiate total package for events including rent, food and beverage, A/V, coordinating outside resources, etc.
10. Coordinate and participate in local promotional events and local industry trade shows with a view towards developing Grand Forks business interest.
11. Create partnerships with local organizations to host conferences and other high impact events in Grand Forks
12. Develop relationships with meeting/event planners
13. Identify and maintain records of available event facilities in the area, region, and state. Know the competition through SWOT analysis
14. Complete and return all requests for conference/convention bids to CVB
15. Manage client relationships to ensure outstanding service. Monitor compliance with contracts and ensure that all contractual commitments are met
16. Negotiate prices, packages, and rental fees in the process of establishing event contracts that result in a profit
17. Demonstrate proficiency in scheduling software or ability to quickly learn
18. Travel for sales calls as needed
19. Prepare and implement the Conference Development Marketing Plan
20. Keep up to date on industry and market trends, analysis, and new developments. Communicate them to the team
21. Maintain the master calendar
22. Conduct familiarization tours of facilities
23. Regularly lift up to 10 pounds and occasionally lift up to 30 pounds
24. Report to Executive Director
25. Compile on-going sales activity reports for Executive Director
26. Attend weekly event planning meetings with Operations staff and Food & Beverage staff
27. Provide Finance Manager with accurate event billing information for proper invoicing of client
28. Distribute evaluation and thank you inquiries, including facility packet inserts to clients

SUPERVISORY RESPONSIBILITIES:

This position supervises Sales Associates and part-time Sales Interns as required.

QUALIFICATIONS (Knowledge, Skills and Abilities):

Knowledge: Demonstrate advanced knowledge of promotional and sales development; knowledge of organizational principles and project management. Previous marketing and sales experience in a similar environment preferred. Demonstrate proficiency in modern communication methods including scheduling software and social media.

Skills: Research, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Have exceptional oral and written communication skills with the ability to write reports, business correspondence, and procedure manuals. Effectively present information and respond to questions from groups of managers, clients, customers, and the general public. Engage in public speaking. Deliver and demonstrate exceptional customer service.

Abilities: Coordinate, organize and execute various projects; analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals and projects; participate in Alerus Center goals, objectives and procedures; prioritize, organize and perform work independently and under pressure; effectively plan, coordinate, organize, schedule and prioritize division activities, functions and assignments; implement community relations and public relations projects and programs; establish and maintain effective working relationships with those contacted in the course of work.

Experience and Training Guidelines:

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Three to five years previous relevant experience in position with management responsibilities preferred. Work experience in a related job may be considered as a substitute for educational requirements

Training:

Degree in Hospitality, Sports and Event Management, Marketing, Communications, or related field

License or Certificate

Possession of, or ability to obtain, an appropriate, valid driver's license

WORKING CONDITIONS:**Environmental and Physical Conditions**

Office environment; works with computers; traveling to different sites as required; Essential functions require maintaining physical condition necessary for sitting and standing for prolonged periods of time. The employee must occasionally lift and/or move up to 30 pounds.

Must be able to work flexible hours including evenings, weekends and holidays. Must be willing to do some occasional travel, including overnight.