



Sales Associate Job Description

Full-Time Position • Reports to President

General Position Summary:

The Sales Associate will assist the MAVCB President with the sales efforts promoting the Manitowoc area as a destination for group business with a primary focus on meetings/conferences and sports competitions. The goal of this position is to assist the MAVCB President in creating awareness of the Manitowoc – Two Rivers area, producing inquiries, and developing leads into booked business generating overnight stays and economic impact for the membership and the communities the VCB represents.

Principal Duties and Responsibilities:

- ✓ Conduct sales calls, telephone solicitation; cold calls, and prepare sales presentations.
- ✓ Demonstrate a well-informed, working knowledge of area hotels, meeting venues & sports facilities.
- ✓ Assist MAVCB President with sales blitzes, familiarization tours, and tradeshow as appropriate.
- ✓ Develop and update comprehensive resource guides for each target market.
- ✓ Share leads with hotels and attractions.
- ✓ Ensure that proper convention services and client follow-up is provided to encourage repeat visits.
- ✓ Create and maintain detailed files and reports on all sales activity, leads, and booked business in database.

Minimum Knowledge, Skills and Abilities Required

High School diploma required, additional post-secondary education or degree in Hospitality, Tourism, Business Administration, Marketing or Communications is desired. Candidates must have prior successful hospitality sales experience, excellent verbal and written communication skills, and a dedicated work ethic. Candidates must be comfortable with public speaking and group situations. Periodic travel required including evenings and multiple overnight stays.

Manitowoc Area Visitor & Convention Bureau

The Manitowoc Area Visitor & Convention Bureau is a full service Destination Marketing Organization which promotes the Manitowoc-Two Rivers area as a destination by targeting the leisure travel, meeting/conference, sporting event/tournament, and group tour markets. The CVB has a budget of \$400,000, a staff of five, and operates out of the visitor center located at 4221 Calumet Ave in Manitowoc, just off I-43.

Submit Cover Letter and Resume by email or mail:

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MANITOWOC AREA VISITOR & CONVENTION BUREAU

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