



JOB ANNOUNCEMENT



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CONVENTION AND VISITOR'S BUREAU MANAGER CITY MANAGER'S OFFICE

Posting Date:	October 27, 2016	Job Code:	122-7540
Closing Date:	Open Until Filled	Grade:	1025 – Exempt
Pay Range:	Hourly: \$20.08 - \$32.14 Annual: \$41,766 - \$66,851 DOQ	Work Status:	Full Time

JOB SUMMARY

Develops and schedules new tourism business and meetings for various Gainesville facilities and promotes Gainesville as a tourist destination. The primary area of responsibility for this position is sales: prospecting for leads, working leads and booking meetings/conventions/events/sporting venues for new/increased revenues for local attractions and facilities.

MAJOR JOB RESPONSIBILITIES

Contacts associations, governments, educational or fraternal groups via outside sales calls, telephone, written correspondence, personal visits, etc. to promote all public facilities in the City of Gainesville. Responsibilities include contract negotiations with prospective clients of the facilities and creating convention/group tour packages to include outings to area attractions.

Develops, coordinates, and monitors the sales and marketing plan for Gainesville CVB; works with the local attraction and hotel managers and Communications and Tourism Director to develop communication items such as customer contracts, brochures, sales packets, advertising pieces, and promotional items.

Attends tourism trade shows, exhibits services and makes contact with potential customers; follows up on all leads obtained through trade show attendance and advertisements; provides lead information to local hotels to maintain effective working relationship.

Coordinates meeting needs with the facility managers and local hotels to provide the best environment for the trade show, convention, or event to be held at the respective local facility and promote the City of Gainesville.

Prepares monthly sales activity reports for the Communications and Tourism Director; provides such information as number of events sold, number of leads received and contacted, advertising costs and effectiveness. Makes presentations to local organizations/groups to promote tourism locally.

Attends local events and community activities in order to increase awareness of local facilities and obtain support for solicitation opportunities that may require local support.

Prepares agenda for monthly meetings of the Convention and Visitor's Bureau Authority Board of Directors. Assists the board members as requested.
Organizes quarterly coffee break for local attraction and facility managers.

Performs other related duties as required.

MINIMUM QUALIFICATIONS REQUIRED

Education and Experience:

Bachelor's Degree in Marketing or related field.

Five years marketing/sales experience, preferably in the tourism and/or hospitality industry.

Experience with Microsoft® Office products preferred.

Any equivalent combination of education and experience which provides the minimum level of qualifications stated above.

Licenses and Certifications:

Valid Class C Driver's License and a satisfactory Motor Vehicle Record (MVR).

Knowledge, Skills, and Abilities:

Significant experience in advertising, promotion and public relations, and sales and marketing methods, principles, and practices.

Excellent communication and public presentation skills and proven ability to work with a diverse group of partners.

Ability to deal courteously and diplomatically with the public.

Ability to establish and maintain effective working relationships with government officials, private sector organization, hotel, and media representatives, the public, and employees.

Candidates must have a high level of motivation, strong industry contacts, and excellent time management skills. Highly organized. Follow-up and follow-through are paramount.

This job announcement should not be interpreted as all inclusive. It is intended to identify the major responsibilities and requirements of this job. The incumbents may be required to perform job-related responsibilities and tasks other than those stated in this specification.

Due to Georgia State Law, all applications are subject to public disclosure.

Only candidates to be interviewed will be contacted.

As part of our hiring process, all applicants will be required to undergo a thorough background investigation which includes but is not limited to some or all of the following: contacting past employers, work and personal references, education, criminal history, motor vehicle record, and credit check. The City of Gainesville reserves the right to disqualify any applicant based on information discovered during the background investigation. Standard City of Gainesville hiring practices shall apply to all applicants.



The City of Gainesville is committed to providing equal opportunity in all employment practices, including but not limited to selection, hiring, promotion, transfer, and compensation to all qualified applicants and employees without regard to age, race, color, national origin, gender, religion, disability, military service, or any other category protected by federal, state, or local law.
