

Title: Marketing Sales Representative
PG: 47
Status: Non-Civil Service
Position Reports to: Assistant Director
Department: The Lakeland Center

Class Code: 2188
Date: 09/08

GENERAL DESCRIPTION OF CLASS:

This is responsible work in the area of outside sales for the solicitation of procuring new events for the Center to include but not be limited to trade shows, meetings and conventions, and as such promote the benefits of the county/facility to prospective user groups. Work involves obtaining new business, retaining old business, and networking business.

ESSENTIAL FUNCTIONS:

1. Develop and implement a sales strategy to attract, book, and retain new events for The Lakeland Center.
2. Works on a base salary with a commission generating a minimum 10% increase in sales revenue from prior year.
3. Works with area organizations to enhance outside sales; i.e. Central Florida Visitors and Convention Bureau, facility in-house caterer, and area hotels sales representatives.
4. Formulates and implements a comprehensive written sales plan complete with deadlines, sales goals, contacts and follow-up, distribution of information, etc. with plan being presented in a timely fashion in order to execute, evaluate and adjust as needed.
5. Will assist in preparation and presentation of new business proposals.
6. Provides timely updates and status reports to superiors.
7. Assists in telemarketing and newsletter campaigns, mailings, fax and phone lists to potential user groups.
8. Generates sales leads and maintain relationships with industry contacts.
9. Negotiates contracts with potential clients and closes deals.

ADDITIONAL RESPONSIBILITIES:

1. Will attend meetings, conventions and conferences both in and out of state as assigned by Assistant Director or other upper management for high visibility in promoting sales.
2. Performs related work as assigned by Assistant Director and other upper management.

KNOWLEDGE, SKILLS & ABILITIES:

1. Knowledge of basic math and reading.
2. Sound knowledge of marketing and sales principles, practices and methods.
3. Considerable knowledge of modern office equipment and personal computers.
4. Proven sales experience with the hospitality and convention and tourism industry.
5. Ability to write and prepare advertising copy/art for print and electronic media ads.
6. Ability to work flexible, non-traditional business hours, late nights, weekends and possible holidays.
7. Proven industry contacts within the hospitality, convention, tourism and meeting planning industries.
8. Sound knowledge of creation, development, implementation and evaluation of advertising, marketing, public relations and promotional programs.
9. Ability to proof read and edit all written and visual materials for clarity, accuracy and content.
10. Firm understanding of area demographics, advertising layout and media buying.
11. Excellent ability to communicate clearly and concisely, both orally and in writing, with all levels of employees, clients, patrons and customers.
12. Ability to establish and maintain effective working relationships with employees, other departments, lessees, patrons, consultants, vendors, sponsors, promoters, community leaders, and the public as necessitated by the work.

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WORKING ENVIRONMENT/CONDITIONS:

Requires mostly outside sales work that involves driving, walking or standing some of the time, exerting up to 10 pounds of force on a recurring basis, and routine keyboard operations. The job risks exposure to no significant environmental hazards, bright/dim light. The job requires normal visual acuity, and field of vision, hearing, speaking, color perception, sense of smell, depth perception, and texture perception.

QUALIFICATIONS (EDUCATION, TRAINING, AND EXPERIENCE):

1. Bachelor's degree from an accredited college or university in sales, mass communications, marketing, public relations, advertising or related field.
2. Prefer experience with facility entertainment, meeting planning, convention or tourism industry or related background in sales.
3. Direct experience in sales, promotions and public relations beneficial.

SPECIAL REQUIREMENTS:

1. Must possess a valid state of Florida driver's license.
2. Must maintain a valid home telephone number.
3. Must possess a reliable vehicle for outside sales calls.
4. May be required to work overtime, or alternate hours, as necessary for the efficient operation of the department. Position may be designated as Mission Critical by Department Director.