



JOB DESCRIPTION

JOB TITLE: National Accounts Manager
DEPARTMENT: Convention Sales
REPORTS TO: Director of Convention Sales
Revised: September 2023

SUMMARY:

Promotes and sells Jacksonville as a convention and meeting destination for associations and corporations. Markets the destination for hotels and Visit Jacksonville partners with the goal of increasing market share and awareness. Responsible for groups of 200+ room nights originating from within the assigned geographic region of the Northeast, Mid-Atlantic and Southeast with a strong focus on State Associations. Achieves specific room night goals as assigned as well as other quarterly metrics in alignment with annual plan deliverables.

DUTIES & RESPONSIBILITIES:

- Solicits, negotiates & books new and repeat business through various efforts including but not limited to: sales calls, telemarketing, meetings, e-mails, tradeshow, referrals, networking, etc. in an effort to maximize room nights for the destination.
- Generates convention center and hotel bookings from assigned market segments, which may be revised as needed.
- Develops and coordinates hotel and convention center cost projections and organizes destination packages for meeting planner's consideration.
- Increases and maintains client base in assigned market segmentations.
- Establishes and maintains a positive rapport with national and local hospitality industry professionals.
- Stays abreast of industry trends and practices and maintains awareness of competing cities for group business.
- Sells the City as a destination for meetings and group business based on knowledge of the City and the economic impact of groups.
- Analyzes data reporting to assist in maximizing sales opportunities with an emphasis on impacting need periods in Jacksonville.
- Attends targeted tradeshow, coordinates sales missions and client events, attends local networking meetings to solicit business for Jacksonville hotels.
- Plans and executes target marketing and pre- and post- touchpoints (email, phone).
- Coordinates and conducts site tours for meeting planners to Jacksonville showcasing facilities, venues and attractions in the City. Recruits attendees and participates in FAM trips for groups of meeting planners from across the country.

- Notifies and coordinates customer specifications with other hotel partners to qualify and respond to customer needs, hotel issues, comments, etc. to ensure a quality experience and enhance sales prospects.
- Develops sales and marketing strategies by analyzing historical, current, and future market trends, creating strategies to capture the maximum number of room nights and events within the target market.
- Maintains accurate records within Visit Jacksonville's database to ensure tracking history and prospecting efforts.
- Assists with coordination of booth arrangements at tradeshow and analyzes the value of tradeshow attended to determine the best return on investment for Visit Jacksonville.
- Assists meeting planners with referrals to Convention Services team to determine Visit Jacksonville assistance provided beyond room night bookings.
- Makes written and personal presentations to solicit prospects to meeting planners and other clients to book events or organizations in the destination.

REQUIREMENTS:

- Four-year degree from an accredited academic institution, preferably in hospitality, sales, or tourism.
- Minimum 5+ years' experience in hotel or destination sales.
- Experience in lead generation, bid processes and presentations.
- Strong analytical skills: ability to determine quality of business and best-suited opportunities for the community.
- Ability to make decisions based on established policies and procedures.
- Possess excellent communication skills, written, oral and grammatical in terms of the ability to negotiate and influence professionals.
- Willing and able to work evenings, weekends and holidays based on client and office demands.
- Ability to travel within the United States approximately 30% of working hours annually.
- Advanced knowledge of sales/hospitality principles and practices.
- Ability to work well with other staff and perform as a team player.
- Working knowledge of computer applications, including Word, Excel, PowerPoint, and basic office equipment.

PREFERENCES:

- 7+ years working experience in hotel or destination sales (not services or meeting planner experience).
- Experience working with State and National Association planners as well as strong participation with industry organizations such as FSAE, ASAE, MPI and PCMA.
- Extensive knowledge of Jacksonville product – Select Service and Full-Service local properties, as well as area venues and attractions that have a positive sales impact.
- Ability to investigate and analyze current activities or information in the sales/marketing field and make logical conclusions and recommendations.
- Preference to familiarity and experience with iDSS or similar database for sales in the hospitality industry as well as CVENT.
- Experience attending tradeshow for sales efforts.