



JOB TITLE: Sales & Services Assistant Manager
DEPARTMENT: Sales & Services
REPORTS TO: Director of Sales & Services
REVISED: November 2025

SUMMARY: The Sales & Services Assistant Manager is tasked with offering and delivering exemplary customer service to meeting planners, attendees, exhibitors, and vendors, ensuring the success of events and meetings in our city. Additionally, this role is responsible for groups of 10-149 room nights with a strong focus on increasing market share for small meetings, events and reunions.

DUTIES & RESPONSIBILITIES:

- Manages services support across assigned market segments to ensure a successful meeting in Jacksonville and to retain future business.
- Generates Leads for small meetings with less than 150 room nights on behalf of the Visit Jacksonville Sales department.
- Analyzes data reporting to assist in maximizing sales opportunities with an emphasis on impacting need periods in Jacksonville
- Coordinates and conducts site tours for meeting planners for small groups, showcasing facilities and attractions in the city.
- Determines servicing and support requirements of each organization with its respective meeting planner.
- Coordinates Visit Jacksonville resources and local community resources to fulfill the needs of the meeting planner.
- Strategizes with group/meeting planner to determine best options for offsite venue needs.
- Documents all sales and services activities in central database, iDSS.
- Coordinates and assists with pre-planning client visits.
- Supports planner efforts to build attendance for conferences and events through social media and promotions to prior year conferences.
- Provides services, visitor information, and referrals to definite groups not booked through the Sales Department.
- Works welcome tables for conferences and groups; knowledgeable on Jacksonville information and recommended locations and activities.
- Coordinates all concessions offered during the sales process including microsites, welcome signage, airport transfers, and other group-specific concessions as offered.
- Processes and verifies required documents for grant and promotional funding offered to groups during the sales process.
- Customizes and provides group specific materials to planners and event attendees.
- Participates in partner events to ensure knowledgeable on industry resources.
- Assists the sales team with any coordination required for client site visits, team site visits to local properties and neighborhood partner meetings as needed.
- Other duties as assigned by the Director of Sales & Services.

REQUIREMENTS:

- Four-year degree from an accredited academic institution, preferably in hospitality, sales or tourism.
- Desired 2 years of experience in hotel or destination sales or similar industry.
- Attention to detail, excellent organizational skills, and effective time management, with an aptitude for multitasking, are important.
- Superior written and verbal communication skills are needed, including proficiency in negotiation and influencing professionals.
- Proficiency in computer applications such as Microsoft Office, CVENT, as well as database management systems.
- Flexibility to work nights and weekends to support groups and participate in events is expected.
- Must have reliable transportation for delivering materials to different locations for welcome tables and be capable of lifting items up to approximately 40 pounds.