

Job Description

Position: Group Travel, Meeting and Convention Sales Representative

Department: North Platte/Lincoln County Visitors Bureau a division of Lincoln County, Nebraska government

Reports To: Executive Director and Assistant Director

Primary Function: Under the supervision of the Executive Director and Assistant Director assist in the continued development of North Platte/Lincoln County as a tourism destination for group travel, leisure travelers and conventions.

Rate of Pay: \$14.00 to \$16.50 per hour depending upon experience based on a 40-hour week. With a full benefit package of insurance, vacation, sick leave and matching 401K

Duties and Responsibilities

- Handle word processing and communication as assigned by the Executive Director and the Assistant Director.
- Maintain files and records as assigned by the Executive Director or the Assistant Director
- Coordinate mail and email sales campaigns with Assistant Director.
- Attend leisure travel shows, group tour market shows, and convention market shows as directed by the Executive Director
- Create and maintain a data base on convention and group tour files
- Provide services such as name tags, registration help and welcome bags for all events, coordinate convention pre-registration and on-site registration activities.
- Direct office coordinator in maintaining adequate convention supplies.
- Conduct post convention association calls regarding Lincoln County's performance and disseminate to necessary convention partners and report responses to Executive Director
- Make sales calls for potential convention and group tours as directed by the Executive Director or Assistant Director.
- Organize Movies in the Park and other events as directed by the Executive Director and sell sponsorships.
- Assisting in Planning for Travel Conference when hosted by North Platte.
- Organizing, plan and sell advertising for special sporting events hosted by Visitors Bureau.
- Put together packaging ideas for our community.
- Attending all convention sales functions such as monthly NSAE in Lincoln to solicit convention business.
- Bid and assist in bidding for new conferences/conventions.

- Develop and implement new tours and itineraries for groups keeping the North Platte area current with industry trends.
- Organize content for monthly or quarterly email blasts for the group tour market.
- Organize content for monthly or quarterly email blasts for convention sales.
- Assist Executive Director on content for convention and group tour marketing.
- Work closely with the Buffalo Bill State Historical Park, Lincoln County Historical Museum, the Golden Spike Tower and other local attractions, and expand any group tours they have into overnight stays.
- Build and maintain cordial relationships with attractions, tour partners, hoteliers, and bus operators, and conference organizers.
- Coordinate annual attraction tour for volunteer/part-time/seasonal staff. Work with the Lincoln County Tourism Advisory Council on annual attraction/property tour.
- Assist the Executive Director in developing programs to enhance the tourism industry in Lincoln County
- Any other duties that may be assigned by the Executive Director or Assistant Director.

Desired Minimum Qualifications

Education and Experience:

- College Degree or equivalent number of years related work experience which evidences knowledge of the group travel and meeting and convention industry.

Necessary Knowledge, Skills and Abilities:

- Ability to follow through with projects; work with minimal supervision, and judge priority of goals and assignments.
- Highly developed organizational and personal motivation skills
- Direct sales knowledge required.
- Considerable knowledge of personal computers and attendant PC hardware such as printers, scanners, etc.
- Proficient in Microsoft Office Suite programs.
- Knowledge of basic web site programming.
- Knowledge of the use of the Internet and digital communications and apps that may be utilized in carrying out the duties of the position.
- Ability to present ideas and programs in a persuasive manner, both orally and in writing.
- Ability to deal effectively with the general public including individuals from a wide range of social and economic backgrounds.
- Ability to deal effectively with work situations which demand unusual hours, some local, national and regional travel, and work projects with demanding time deadlines.
- Ability to effectively communicate verbally and with written communications.
- Valid driver's license and own mode of transportation.

Tools and Equipment used

Telephone and smart phone; personal computer; tablet; server; Microsoft Office Suite programs; printer and copy machine; fax machine; and calculator.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit and talk or listen. The employee is required to walk; use hands to finger, handle or feel objects, tools or controls; and reach with hands and arms.

The employee must occasionally lift and/or move up to 35 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Selection Guidelines

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

**Subject to Veterans Preference
Lincoln County EOE/AA**