

**We're Hiring!**

## **Sales & Services Manager**

Santa Monica Travel & Tourism (SMTT) seeks a Sales & Services Manager at the rate of \$80,000 annually commensurate on experience. The Sales & Services Manager generates both leisure bookings and group bookings for the meetings, incentives, conferences and exhibitions (MICE) market. This is done through direct solicitation as well as through broad-based programs reaching buyers en masse. The Manager is responsible for establishing specific sales calls and booking quotas with their supervisor(s).

We are looking for a driven person who can source and analyze qualified leads for overnight hotel rooms, group dining and events from the first moment of contact through appointments and site inspections. This individual will be responsible for developing and implementing programs that raise our lead conversion rates across the board.

This position will assist the larger sales team to engage and educate international and domestic tour operators, product managers and travel agents on the destination. The Sales & Services Manager also will work intimately with our hotels, event venues, restaurants and provides support for conference services to hotel, restaurant and venue partners for booked meetings and events in Santa Monica. You must be able to build trust with our partners while balancing their needs with the needs of the destination as a whole.

- ⇒ **Cutting edge technology**
- ⇒ **Friendly & supportive team members**
- ⇒ **Training & professional development**
- ⇒ **Medical, Dental, Vision, 401K & more**
- ⇒ **Beautiful offices in Santa Monica!**

A definite people-person, you will work with the larger SMTT team plus management and operations to increase both the number and quality of leads. You will interface with all team members and work alongside them to creatively increase the efficiency of existing lead campaigns and generate new ideas/campaigns. You will be working on a team that is built on mutual respect, collaboration and focus on excellent results.

This role also is a contact for Client Services, a function that serves as the lead for planning and executing all SMTT events, both internal and client-facing, including but not limited to quarterly community mixers, annual tourism summits, sales events, client events, trade shows and sales missions.

**Apply Today!**

**Email the subject line  
SALESMANAGER23 with your resume to  
[employment@santamonica.com](mailto:employment@santamonica.com)**

### **About Santa Monica Travel & Tourism**

Santa Monica Travel & Tourism is the official travel and tourism promotion agency for the City of Santa Monica. It is our role to tell the story of Santa Monica to the world, promote the exciting and unique aspects of the Santa Monica experience and encourage visitors to stay longer and enjoy more of what our destination has to offer. SMTT is a non-profit, non-member organization governed by a board of 11 community individuals. SMTT operates four (4) locations: Visitor Information Kiosk in Palisades Park; Visitor Information Center at the Santa Monica Pier; Visitor Information Center on Main Street; and a Mobile Information Vehicle. SMTT prides itself on being a hybrid work from home organization. For more information about our organization, please visit [www.santamonica.com](http://www.santamonica.com).



## Responsibilities

Hybrid work from home and in-office position as required; will include offsite events and other remote activities.

### *Sales Programs & Lead Generation*

- Lead sales team in creation, design and implementation of innovative sales and marketing programs to generate group sales leads, RFPs and group bookings from the meeting, incentive, wholesale and retail tourism markets domestically and internationally.
- Generate destination awareness and facilitate contact with new and existing clients via in-person sales calls, trade show attendance and industry networking group participation.
- Use SimpleView CRM to enter, send and track leads generated by direct sales efforts (through one of SMITT's sales channels) or sourced via CVENT.
- Maintain and update client database using SimpleView CRM.
- Follow up on all business inquiries and leads. Qualify business to send to hotel/venue partners to generate group room nights and associated food and beverage revenue.
- Report on leads and RFPs on a monthly, quarterly and annual basis.
- Provide input and help initiate regularly scheduled proactive sales programs consistent with SMITT's marketing plans to generate relevant and successful room night, event space and group dining sales bookings.
- Assist Director in the development of new programs and sales campaigns to obtain additional sales from the various market niches such as sporting events (i.e., Super Bowl, 2028 Olympics) and other lifestyle and social events (weddings, engagements, milestones, etc.).
- Achieve revenue goals pertaining to the above responsibilities.

### *Tradeshows, Sales Missions & FAMs*

- Prepare for and participate in appropriate trade shows and sales missions to represent the Santa Monica travel product (i.e., hotels, venues and experiences). Be responsible for all pre- and post-show setup, follow-up including direct mail campaigns, and associated administrative tasks.
- Assist the department Director with sales missions, blitzes and overall departmental goals.
- Proactively plan, coordinate and conduct site inspections and FAM tours to maximize Santa Monica's exposure to our clients.
- Manage SMITT's trade show booth(s). Research options, place orders for booth supplies, shipping and services needed for tradeshow exhibition.
- Must be able to travel 50% - 75% of the time.

### *Industry/City Relations*

- Represent SMITT as a spokesperson in daily interactions with clients, SMITT partners, industry programs and events.
- Establish and maintain effective working relationships with travel industry partners within and outside of the local community and successfully solicit their participation in SMITT programs.
- May serve as an SMITT liaison for any designated City discussions and subsequent reporting to SMITT leadership on planning and development of new or re-constructed meeting space, venues, hotels or public space used for groups or events.
- Represent SMITT at virtual and in-person community events and tourism industry functions. Occasional nights and/or weekends may be required.
- Assist in staffing and execution of community events, i.e., community festivals, Chamber of Commerce events, holiday BID events, etc.

### *Services*

- Work closely with each internal department and assist in the planning, execution and vendor management of all events, including our Tourism Summit, sales events, client events, sales missions and trade shows.
- Manage and execute all administrative tasks associated with these events, including but not limited to coordinating shipping, partner travel arrangements, process payments, credit card authorizations and following all SMITT SOPs to completion.
- Work with all SMITT departments to build cohesive strategies to help educate partners and the local community, including FAM tour planning for business development, MICE and media.
- Act as a professional liaison between hotels and partners with the intent to strengthen SMITT's value and increasing partnerships and in-kind values.

## Qualifications & Requirements

- Bachelor's Degree and/or minimum of 3-5 years hotel or destination sales experience and proven sales track record required.
- Excellent time management skills are a must. Ability to develop working timelines, use project management tools/software and take ownership of projects from start to completion.
- Experience with CMS, CRM and email marketing platforms required.
- Experience working with CVENT or similar lead generation tool required.
- Event and trade show planning experience.
- Strong customer service and business etiquette skills.
- Reliable, responsible, honest and trustworthy.
- Enthusiastic and organized with strong attention to detail and a desire to learn.
- Strong leadership, interpersonal and negotiation skills.
- Goal-driven and assertive in pursuing lead opportunities.
- Have a solid work ethic, can-do attitude and a passion for service.
- Understanding of high-end luxury product.
- Demonstrate passion for the destination; knowledge of Santa Monica is a plus.
- The passion of a leader with aptitude, management skills and upward mobility and desire to thrive as a destination Sales Manager in Santa Monica for 3-5 years.
- This position requires a high degree of independent judgement and discretion on decision-making and managing confidential information.
- Excellent oral and written communication skills. Strong proofreading skills.
- Good organizational skills and ability to multi-task.
- Working knowledge of HTML coding a plus.
- Excellent computer skills with knowledge of Mac hardware and applications and office computer software including Microsoft Office, Word, Excel and PowerPoint.
- Wide experience traveling domestically and internationally a plus.
- Must be free to travel locally, domestically & internationally as needed.
- This position may require reaching and bending while cleaning and stocking.
- Must be at least eighteen (18) years of age and possession of a clean driving record.
- This is an at-will position. As an at-will employer, either SMITT or the employee may terminate the employment relationship at any time, for any reason, with or without good cause or advance notice.
- Physical demands and the work environment described here represent those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to engage staff with disabilities to perform essential functions. While performing the duties of this job, the employee is frequently required to stand, sit, walk and reach with arms and hands. Must be able to lift 50 lbs. and perform repetitive motions 50% of the time.
- We evaluate qualified applicants without regard to race, color, religion, sex, national origin, disability, veteran status, age, sexual orientation, gender identity or other protected characteristics.

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