

SALES MANAGER *

Function of Job:

Under administrative direction of responsible official, manage sales, marketing, promotional and public relations program of a large conference center or other similar college/university facility.

Characteristic Duties and Responsibilities:

1. Develop and implement appropriate market plan utilizing marketing agency and/or market research activities to identify and target diverse market segments.
2. As assigned, oversee promotional/advertising efforts, including preparation of promotional material and brochures, advertisements, direct mail and telemarketing.
3. Develop, implement, and monitor strategic sales plan, including design of annual sales program rate and pricing guidelines, seasonal strategies, promotions and target markets,
4. Represent college/university facility at various civic/community events, and serve as committee member for related organization(s) or group(s) as designated.
5. Prepare and administer annual sales and marketing budget; prepare sales projections and projections to financial officials as required.
6. Establish annual revenue objectives for sales representatives and/or various segments of sales program, including conference sales (meeting rooms/fees), hotel lodging and conference/banquet food and beverage.
7. Provide advice and consultation to other internal department heads on all marketing and promotional efforts as required.
8. Oversee computerized sales/marketing efforts, office communications, and file system.
9. Hire, supervise, evaluate, train and assign work to sales and marketing staff as assigned.
10. Perform related duties as assigned.

Minimum Acceptable Qualifications:

1. Bachelor's degree in Business, Hotel Administration, Marketing, Training, or related field and four years of related experience in sales and marketing.
2. Effective communication and interpersonal skills.
3. Willingness to travel.
4. Computer skills as required by department.
5. Supervisory experience.

Additional Desirable Qualifications:

1. Master's degree in Hotel Administration or Business.
2. Marketing experience in higher education and/or travel/hospitality as determined by department.

1/30/09
System Approval

1/30/09
Effective Date

This document is a generic classification specification of the University System of New Hampshire. Its purpose is to describe the representative responsibilities and general level of complexity, and it is not a substitute for the specific job description of the individual position.

* Revised - Original approved 6/12/75 as "Marketing Coordinator," revised 7/27/78 as "Sales Coordinator," and revised 11/8/85, 3/10/88, and 3/3/08 as "Sales Manager."