



CAPC Job Description-Sales Manager

1. Travels to market places, conventions, conferences, shows, etc. representing the City of Eureka Springs
2. Makes sales calls and personal presentations to site selection committees or individuals interested in bringing groups to Eureka Springs
3. Analyzes group travel and meetings market trends
4. Develops and coordinates service programs to support sales efforts
5. Acts as host of familiarization tours and other City functions as necessary
6. Is responsible for selection and attendance at all selected group travel/meeting planner shows and events
7. Prepared an annual draft budget for the group travel/meeting planner effort, submitting it to Executive Director as requested then overseeing spending of approved budget
8. Maintains the show display materials belonging to the CAPC. Designs profile sheets and other display materials
9. Works to provide qualified leads on group travel/meeting planners to CAPC tax collectors and conducts follow-up sales leads
10. Assists group travel planners with itineraries and/or familiarization tours for their visits to Eureka Springs and the area.
11. Maintains contact with the State Parks and Tourism Department's group travel staff to further the Eureka Springs group travel effort
12. Attends shows to assist members of the Arkansas Department of Parks & Tourism's group travel staff
13. Develop and implement programs to educate Eureka Springs businesses about the CAPC group travel effort
14. Is responsible for all group travel advertising placements
15. Works directly with Finance Director in maintaining annual budget
16. Participates in Continuing Education Classes throughout the year