



**NATIONAL 4-H  
COUNCIL**

## **NATIONAL 4-H COUNCIL POSITION DESCRIPTION**

<b>Position Title</b>	Center Sales Manager
<b>Business Unit</b>	Conference Center Administration
<b>Home Department</b>	Center - Sales & Service
<b>Location</b>	Chevy Chase, MD
<b>FLSA Status</b>	Exempt
<b>Full-Time or Part-Time</b>	Full-Time
<b>Telecommuter Status</b>	Position not Eligible for Telecommuting

### **Mission**

4-H, the nation's largest youth development organization, grows confident young people who are empowered for life today and prepared for career tomorrow. 4-H programs empower nearly six million young people across the U.S. through experiences that develop critical life skills. In the U.S., 4-H serves every county and parish through our network of 110 universities and more than 3000 local offices. 4-H is led by a unique private-public partnership of universities, federal and local government agencies, foundations and professional associations. National 4-H Council is the private sector, non-profit partner of the Cooperative Extension System and 4-H National Headquarters located at the National Institute of Food and Agriculture (NIFA) within the United States Department of Agriculture (USDA).

### **Position Summary**

4-H Council is currently seeking a Sales Manager to represent the Council's Conference Center services and facilities to prospective clients and customers in the continuing effort to deliver outstanding guest service and financial profitability in closing sales for conventions, meeting group travels, and room bookings. The Sales Manager will work to develop new business (local, statewide, national, and international) in the following markets: government, non-profits, schools, scouts, domestic tour, international, 4-H, and religious groups, using telemarketing, email, direct mail, and other means to expand client base in assigned territories/industries. The Sales Manager will report to the Director of Sales and will be based full-time at our headquarters in Chevy Chase, MD.

### **Duties and Responsibilities**

#### Sales Goals and Objectives:

- Respond to sales inquiries from potential clients and customers seeking guest rooms, meeting space, food and beverage services, among other services.
- Initiate and solicit new sales, prospects, and potential clients.
- Host and entertain clients and maintain client accounts.
- Conduct property site visits with potential clients and answer questions.
- Develop sales plans and strategies to meet or exceeds revenue goals.
- Adhere to prescribed rate structure, prepare proposals, negotiate contracts, service accounts, and analyze lost business for Center
- Collaborate with Marketing Director to develop marketing plan and adhere to the allocated budget.
- Partner with operations departments to ensure full participation in servicing accounts.
- Guide, assist and support Conference Service Managers as needed.

#### Attend Conferences and Trade Show:

- Attend market-specific meetings and conferences (American Society for Association Executives, Professional Meeting Planners International, Hospitality Sales and Marketing Association International, among others.)
- Travel to conventions and conferences to represent 4-H Council at sales booth, completing business transitions with prescheduled appointments and general consumers.
- Manage collateral materials and sales' displays.

#### Analyze Account and Marketing Activities:

- Assist Senior Sales Manager with maintaining customer data base and analyze statistical sales records.
- Analyze cost effectiveness and return on investment for each trade show/conference.
- Work with Center Marketing Manager to draft and approve market-specific messages and content.

#### **Qualifications**

- Associate's degree in Business Administration, Hospitality Management, or related field (Bachelor's preferred).
- Must have a minimum of two to four years' experience in hospitality sales management, or related experience.
- Proficiency in MS Office including Word, Excel, PowerPoint, and Outlook.
- Proficiency in OPERA software or related packages.
- Must be able to perform in a team-oriented environment.
- Strong organizational skills and the ability to prioritize.
- Certified Hospitality Sales Executive or Certified Hospitality Sales Professional (preferred).

#### **ADA Requirements**

This job operates in a hotel and conference services environment. 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.

- This role routinely uses standard office equipment such as computers, telephones, photocopiers, filing cabinets and fax machines and may require a person to stand and walk for long periods of time (up to 8 hours)
- The ability to lift files, open filing cabinets and bend or stand as necessary.
- Basic math skills needed to calculate change (money), formulas, commissions, discounts, etc.
- Must be able to lift to 20 pounds.

**Travel Requirements:** Travel (local, state, national, international) may be necessary, up to 50-60% of the time (approximately 15 days per month). Would require travel by air, car, rail, or bus.

#### **Career Ladder**

This position typically has the following career ladder:

- Senior Sales Manager
- Sales Director
- Vice President, Sales and Guest Experiences

*National 4-H is an Equal Opportunity/Affirmative Action employer.*

**Competencies**

<b>Competency</b>	<b>Level (Beginning, Proficient, Advanced, Mastery)</b>
Communications	Advanced
Critical Thinking	Advanced
Initiative & Innovation	Advanced
Collaboration & Teamwork	Advanced
Customer Orientation	Advanced
Business Mindedness	Advanced
Spirit of Diversity & Inclusion	Proficient

**Disclaimer**

This job description indicates in general the nature and levels of work, knowledge, skills, abilities and other essential functions (as covered under the Americans with Disabilities Act) expected of an incumbent. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of an incumbent. An incumbent may be asked to perform other duties as required.

**Revision Date**

05/2017