

POSITION DESCRIPTION

POSITION TITLE: Group Services Manager
REPORTS TO: Director of Sales and Service
TEAM: Sales and Service

EXPECTED RESULTS:

Agency Result - The Rockford Area Convention & Visitors Bureau exists to drive quality of life and economic growth for our citizens through tourism marketing and destination development.

Position Result - Position Result - RACVB has a goal to increase and maintain a 60% visitor return rate.

ESSENTIAL FUNCTIONS include the following:

- Responsible for providing services to group business that is booked through the sales team
- Oversees day-to-day functions of the services team, including management of Customer Service Specialist and interns
- Revises and establishes systems to promote, sell and service RACVB clients
- Handles key priority accounts as assigned
- Assists or leads with familiarization tours for potential clients and local residence to sell and promote the Rockford region
- Represent the RACVB at community meetings to promote the Rockford region
- Networks with hotels, venues, restaurants, stores/shops and others to create sales and service opportunities
- Maintain records and reports to meet organizational objectives
- Prepares and administers budget
- Recruit and retain partnerships and co-ops
- Manages return base of customers insuring consistent contact with meeting event planners and tournament director that have met and may return, or have potential to return
- Monitors customer satisfaction by regularly surveying customers
- Order and maintain premiums
- Organizes and track stock of back room premiums and servicing items
- Provides support to projects as needed, including planning/hosting/coordinating RACVB events such as Stroll on State, The RACVB Annual Meeting, Paint the Downtown Green event and other bureau hosted events

KEY CONTACTS:

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| ▪ New, returning and potential Customers | ▪ Tourism Industry Partners |
| ▪ Destination Partners | ▪ Hotel & Venue staff |
| ▪ Vendors | ▪ Key Community Members |

CRITICAL KNOWLEDGE, SKILLS AND ABILITIES:

- Excellent customer service skills
- Project management skills
- Event planning and sales experience a plus
- Established relationships in the community a plus
- Creative
- Possess strong communications and interpersonal skills allowing for success in a team environment
- Develop and implement systems and procedures.
- Develop, monitor, analyze and interpret budgetary information
- Manage multiple priorities
- Write reports, business correspondence, and procedure manuals
- Effectively present information and respond to questions from clients and the public

- Solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists
- Flexible working hours, evening and weekend events and meetings are required

EDUCATION/EXPERIENCE REQUIREMENTS:

Bachelor's degree preferred and two to three years related experience, or combination of equivalent education and experience. Meeting/event planning experience a plus.

PHYSICAL REQUIREMENTS:

- Office Work - Light Exertion up to 20lbs. force occasionally and/or up to 10lbs. frequently.
- During Events - Medium Exertion up to 50lbs. force occasionally, and/or up to 20lbs. frequently.
- Perform repetitive tasks/motions.
- Ability to see.
- Hear alarms/telephones/normal speaking voice.
- Have good manual dexterity.
- Have good eye-hand-foot coordination.

QUALIFIED CANDIDATES
Submit cover letter, resume and salary requirements to:
hresources@gorockford.com