

**Job Title:** Group Sales Manager                      **Department:** Sales  
**FLSA:** Non - Exempt                                      **Status:** Full-Time  
**Reports to:** Director of Marketing & Sales              **Pay Grade:** 11  
**Benefits:** Eligible after 90 days – PTO/Holidays/Health/Optical/Dental/Life  
**Retirement:** Eligible for enrollment on the first day of hire.

### **SUMMARY:**

Under the direction of the Director of Marketing & Sales, the Group Sales Manager networks with potential clients, manages large accounts, works to maintain a loyal customer base, and oversees S&K Gaming sales strategy across all properties. The Group Sales Manager is responsible for increasing the hotel group sales. The Group Sales Manager works to increase corporate client base through consistent solicitation while establishing trust and rapport with clients to generate and boost revenues for the hotel, restaurant, and casino. The Group Sales Manager services new and existing accounts to ensure repeat business, manages sales accounts, territory and market segment by targeting sales and promoting the S&K Gaming brand to customers, identifying, developing and maintaining property sales objectives, in accordance with the company's marketing and sales plan. Must achieve sales targets & execute sales process by moving new opportunities successfully through the sales office; this person is accountable for building relationships with new & existing customers to build a strong network to drive sales to S&K Gaming properties. The Group Sales Manager targets accounts with the objective of prospecting, managing and bringing to closure new business opportunities within targeted areas including but not limited to: banquets, events, catered events, group sales, casino, bus programs, tourism, corporate meetings, weddings/reunions, cruises, etc.

### **MEETING PERFORMANCE EXPECTATIONS:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactory. Responsibilities listed below are represented of knowledge, skills and/or ability needed to effectively execute this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

### **ESSENTIAL DUTIES & RESPONSIBILITIES INCLUDE THE FOLLOWING:**

- Analyzes current client base or target market for S&K Gaming properties.
- Analyze and record post group/event profitability
- Identifies and contacts groups who have superior revenue potential (including gaming revenue)
- Devises new ways to expand that client base
- Reaches out to organizations and businesses that might require a hotel for conferences, banquets, parties, meetings, and events.
- Meets with representatives from companies to explain the property's merits and amenities.
- Networks with wedding planners and special event planners to encourage bookings.
- Designs and advertises special group rates and packages to increase larger bookings.
- Overcomes hesitations of clients to close a sale.
- Manages accounts of high-profile clients.
- Processes payments and applies discounts as necessary.
- Addresses and resolves any issues or complaints regarding sales.

- Ensures that guests are enjoying their stay with S&K Gaming and that large group needs are met.
- Maintains positive relationships with clients to encourage repeat and recurring business.
- Maintains efficient sales office procedures and insures the maintenance of accurate and updated account files and follow up procedures.
- Makes face-to-face sales calls for established customers and prospective customers.
- Maintains sales records, reports, potential leads and mailing lists.
- Responsible for general sales coordination
- Helps design new programs and campaigns to develop additional sales from various markets.
- Seeks potential business through designated sales targets including but not limited to onsite visits, calls, mailings, and other channels determined.
- Identifies and analyzes competition both locally and regionally.
- Proficient computer and phone skills.
- Travel is required.
- Attends Trade Shows
- Identifies and analyzes competition both locally and regionally.
- Managing assigned sales accounts, territory and market segment by targeting sales strategies
- Must be able to work a flexible schedule as required by business operations, including late nights, weekends, and holidays; shifts and work locations may change.
- Other Duties As Assigned

**SUPERVISION:**

- Group Sales Coordinator

**EDUCATION and/or EXPERIENCE:**

- HS diploma or GED
- A bachelor's in business administration or marketing OR an equivalent combination of education and experience may be considered in lieu of a degree.
- Two years of sales experience is required.
- Two years' experience as a supervisor is required.
- Must have a reliable vehicle to use for outside sales calls.
- Must possess a valid driver's license and be insurable under the company insurance.
- The ability to read English and understand both written and verbal instructions is required.
- Will be required to successfully pass a pre-employment drug test and as a condition of employment will be subject to random drug testing.

**SPECIAL QUALIFICATIONS:**

- Ability to multi-task, set priorities and complete in a timely manner
- The ability to follow instructions and to perform repetitive tasks under close supervision is required.
- This individual must be punctual and dependable in reporting to work as scheduled and completing assigned tasks.
- This individual must maintain a neat and hygienic appearance.
- This individual must be able to effectively work alone and/or with other employees in a team environment.
- Professional business attire is required.

**PHYSICAL DEMANDS & WORK ENVIRONMENT:**

- This position requires minimal physical activity.
- Sitting for longer periods of time.

I certify that I have read this job description and understand each one of the requirements for this position, including but not limited to the physical requirements.

By signing this document, I certify that I meet all the physical requirements for this job without limitation.

\_\_\_\_\_  
Employee Print & Sign

\_\_\_\_\_  
Date

\_\_\_\_\_  
HR Representative

\_\_\_\_\_  
Date