



Visit Lubbock is looking for an energetic **Sales Manager** to help market our city as a top convention, event and tourism destination. This role is perfect for someone who thrives in a fast-paced environment, excels in relationship-building, and is eager to travel the region, state, and country generating new business opportunities. Experience in hospitality or CVB sales and an understanding of hotel operations and industry dynamics is highly preferred. This role will be a part of a 6-person sales team and will focus on Association, Corporate, Oil and Gas, Corporate and Medical market segments.

#### **Key Responsibilities:**

- **Drive New Business:** Actively pursue and close deals for conventions, meetings, and events through travel, cold-calling, and networking within assigned market segments.
- **Collaborative Sales:** Work closely with hotels, clients, and industry contacts to identify opportunities and execute successful proposals.
- **Promote Lubbock:** Showcase the best of Lubbock to meeting planners, groups, and visitors through site tours, events, and FAM trips.
- **Creative Events:** Assist with local Sales Blitzes and appreciation events to foster relationships and elevate Lubbock's presence.
- **Market Segment Growth:** Develop and execute business development action plans to grow assigned market segments.

#### **What You Bring:**

- **Experience:** A few years of work experience in hospitality or CVB sales is preferred. The ideal candidate will have a proven track record in sales and business development. Lubbock familiarity a plus.
- **Communication:** Excellent communication, organization, and a knack for relationship-building
- **Flexibility:** Willing to travel typically up to 2 weeks per month.
- **Tech Savvy:** Must possess more than just basic computer skills, with the ability to effectively use CRM systems, productivity tools, and digital communication platforms.
- **Goal-Oriented:** Strong focus on achieving and exceeding targets.
- **Positive Attitude:** Enthusiastic, self-starter, and ready to hit the ground running.

### **Benefits and Other Information:**

- Medical, HSA, FSA, Dental, Vision, Life, Long and Short Term Disability, 401k with Employer Contribution, PTO, Paid Holidays, and more.
- This is an in-person, full-time, salaried, exempt position. The work schedule is generally M-F from 8-5pm with some evenings and weekends required, as needed.

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### **To Apply:**

If you're passionate about showcasing what makes Lubbock a must-see destination and are looking to make an immediate impact, we want to hear from you! **To apply please email your resume and cover letter to [natalia@marketlubbock.org](mailto:natalia@marketlubbock.org).**

*Visit Lubbock is an Equal Opportunity Employer. A pre-employment drug test will be required.*