



Position Title: Group Sales Manager
Department: Event Team

Reports to: Executive Director
Classification: Part Time/Seasonal-October 1st-May 30th average 24hrs./week
Type: Hourly
Date: July 27, 2022

Mission Statement: Welcoming the world into our community by celebrating tulips, Dutch heritage, and Holland today.

ROLE SUMMARY

The Group Sales Manager acts as a collaborative member of the team responsible for managing all group related processes including selling, promoting, and customer service.

ESSENTIAL DUTIES AND RESPONSIBILITIES - GENERAL

- Establish and monitor event budgets
- Collaborate with the Marketing Team to develop marketing strategies and materials for group events
- Refine and evolve our group sales processes
- Assist in setting up ticketing process in Tix system
- Support the festival at events during the week of the festival
- Work closely with the Volunteer Coordinator to recruit, train and supervise volunteers and support staff required for group events
- Assist in coordinating group hospitality needs
- Demonstrate passion for the Holland community and cultivating significant economic impact
- Develop and provide content to marketing for group specific events used in promotion, website, TIX, e-news, etc.
- Works with tour groups to determine their itinerary and makes suggestions while keeping our sales goals in mind.
- Enter group orders into ticket system. Administer invoices, payments, and refunds. Create and disseminate confirmation packages.
- Conduct tour group surveys to follow up on their experience of Tulip Time.
- Analyze TIX sales and other pertinent group related data post-festival to aid in planning for next festival year.
- Develop content for the Group Planning Guide, which includes tickets, venue, descriptions, directions, and parking.
- Manage 100+ different group accounts
- Manage all group tour related contracts i.e. attractions, restaurants, etc.
- Manage the Step-on guide, group meal, and parking permit process.
- Develop group tour opportunities beyond the festival, i.e. summer, fall.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- College degree in hospitality, tourism, sales, business or similar field or appropriate experience is necessary
- A working knowledge of Tulip Time, Holland and its surroundings are a plus
- Not-for-profit experience preferred
- Highly organized and detail oriented
- Clear and effective written and oral communication skills

- Ability to work well with volunteers and outside organizations
- Customer service oriented – friendly and enthusiastic
- Anticipate project needs, discern work priorities, and meet deadlines
- Ability to establish and maintain interpersonal relationships
- Expertise in problem solving and trouble shooting
- Ability to handle high stress situations calmly and effectively
- Able to train, teach and motivate others
- Excellent judgement and decision making

PHYSICAL DEMANDS

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.

- While performing the duties of this job, the employee is regularly required to talk or hear.
- The employee frequently is required to sit; stand; walk; use hands to finger, handle, or feel; and reach with hands and arms.
- The employee occasionally is required to climb or balance; stoop, kneel, crouch.
- The employee must occasionally lift and/or move up to 30 pounds.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Position will function primarily in an office environment.
- Occasionally, the position will function out of doors with typical seasonal variation through Spring, Summer, and Fall.
- The noise level in the work environment is occasionally loud.
- The work environment is occasionally dusty with exposure to allergens.

To apply, email a resume and cover letter to Chad Mesbergen, Events and Operations Manager at chad@tuliptime.com.