

Tourism Manager Job Notice

Visit Mooresville

The Mooresville Convention and Visitors Bureau is the Destination Marketing Organization for the Town of Mooresville, North Carolina. Located along the shores of Lake Norman, 25 miles north of Charlotte, Mooresville has a vibrant downtown with exceptional restaurants and shops, excellent sports facilities, a thriving “Ale Trail” of award-winning brew pubs, big NASCAR racing presence, hiking and biking trails, and so much more.

Tourism Manager

Visit Mooresville is searching for a dynamic and creative individual to develop and manage our tourism sales and services efforts. Are you an experienced and motivated team player looking for an opportunity to flex your creative muscle? Are you well-versed in traditional tourism markets as well as sports? We'd love to hear from you! We are looking for an experienced Tourism Manager to join our team.

Job Scope

The Tourism Manager will lead efforts to drive visitors to the Town of Mooresville. This individual will be responsible for identifying potential markets and implementing initiatives to attract corporate meetings, sports teams, and other markets to Mooresville. The Tourism Manager will be responsible for managing and updating sports and non-sports venue databases; developing a Local Sports Group database; tracking all leads, booked business, and lost business in Simpleview; developing and implementing CVB services for groups and teams; and more.

- Assist in the development of a marketing plan and strategies to promote the destination; develop and initiate new accounts.
- Conduct sales visits, blitzes, missions, and other promotions to contact qualified prospects
- Maintain day to day sales activities with clients including telemarketing, personal sales calls, and appropriate direct mail follow up
- Attend tradeshow to promote Mooresville as a destination for meetings, conferences, and sports
- Act as a liaison between the potential client/organization and the facilities/hotels when Mooresville is under consideration as a host site
- Identify and explore emerging markets; stay current on competition
- Oversee the coordination and transition of clients from account sales to account servicing
- Generate and send leads to hotels and facilities advising them of meeting requirements, dates, etc.
- Maintain a well-informed working knowledge of Mooresville hotels and attractions, and maintain a close working relationship with personnel from such facilities
- Prepare customized bid proposals and bid presentations for qualified leads/clients within appropriate market segments
- Host site inspections and familiarization tours for qualified leads/clients, highlighting area hotels, facilities, attractions that may be of interest to visiting delegates
- Stay current on industry trends and recommend changes accordingly
- Oversee the maintenance of client and partner info in the CRM

- Support preparation of the Board Report and presentations to the Board
- Participate in attendance builders for upcoming conferences
- Maintain membership in various regional and national associations
- Maintain an awareness of competitors' products and promotions and industry issues and trends that may influence sales.
- Follow up with conventions upon arrival to assure that event goes well, and to encourage repeat booking
- Assist with sales tools and other promotions
- Other duties as assigned by Executive Director

Helpful Traits

- Strong writing and communications skills
- Results driven multitasker with the ability to meet deadlines. Must have the ability to change direction in a minute based on organizational demands
- Ability to manage projects with minimal oversight
- Enjoys working with a team, but can also work independently
- Organized, efficient, and detail-oriented
- Positive attitude and enjoys the process of the position

Knowledge and Requirements

- Bachelor's degree in Business Administration, Marketing, Communications, Advertising, or a related area, and a minimum of two (2) years of sales experience, preferably in the hospitality/tourism industry
- Exceptional skills with Microsoft Office
- Ability to learn and be proficient with industry-specific CRM software (Simpleview) required
- Excellent written and verbal communications skills
- Exceptional time management skills and ability to work under deadlines

To Apply

Please send cover letter and resume to Jobs@VisitMooresville.com. Position open until filled. The projected start will be late-July/early-August 2024.

Work Setting

The Mooresville CVB is in a transitional phase with new leadership and a new strategic plan. We work in a professional environment whether in the office or out in the field. We will work hard and enjoy our successes as a TEAM. Some travel may be required. Professional development and continuing education opportunities available. We offer a competitive salary with a generous benefits package.

Visit Mooresville provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, or status as a covered veteran in accordance with applicable federal, state, and local laws. Visit Mooresville complies

with applicable state and local laws governing non-discrimination in employment in every work location. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.