



Job Title	Director, Group Sales & Sales & Service Operations
Department	Marketing
Reports to	Vice President, Marketing
Job Class	OF092E
Type Exemption	EXEMPT
Date	10-18-12

Job Summary
<p>You will be responsible for establishing the strategic plan that defines the near and long-term sales opportunities for the Group Sales and Call Center sales and service operations for The Dollywood Company.</p> <p>This role requires a passion for selling, strategic agility to react to sales/economic trends and strong business acumen to understand the different segments and distribution channels within groups to not only predict, but steer the results. It requires strong management skills to drive consistent sales performance so that both Groups and the Call Center operations result in profit centers for the Company. This role requires a hunger for creating new programs while re-inventing existing ones to reach new customer segments and tap new revenue streams given the economic impact on corporate, tour & travel, school, church and other special interest group organizations.</p> <p>As Group Sales Director, you must inspire, coach and drive the team to achieve higher levels of sales performance and customer service each year. This position requires creative persistence, flexibility and adaptability along with strong relationship and interpersonal skills to build rapport with the team with clients, customers and area partners to maximize this business to business channel.</p>

Summary of Major Duties & Responsibilities
<p><u>Strategic Planning/Vision</u></p> <ul style="list-style-type: none"> • Support and facilitate development and implementation of three-year strategic plan for Group Sales and Call Center in partnership with Vice President of Marketing that outlines the group sales potential for The Dollywood Company. • Develop and implement annual Group Sales and Call Center Sales plan for the Company (theme park, water parks, and hospitality); set annual Group Sales goals based on market potential and market dynamics; set Call Center goals based on sales and service metrics for the team. • Establish a strategic marketing plan for Group Sales marketing efforts on an annual basis and work closely with VP of Marketing, Marketing Director, creative agencies and resources to align Group Sales marketing and messaging within context of the Masterbrand and sub-brand platforms. • Oversee customer segmentation and/or group sales research to determine market potential, percent penetration by market and group segment to forecast short and long-term group sales opportunities. • Develop Group Sales pricing strategy to maximize opportunities while maintaining price integrity across other channels. Monitor effectiveness and recommend changes as necessary. • Provide an annual competitive analysis and use in conjunction with setting Group Sales pricing. • Develop the group sales new business strategy plan and identify new areas of growth within the corporate groups and special interest group segments. • Identify new ways to structure the Group Sales organization in order to capitalize on efficiencies within Marketing or the Company, maximize sales opportunities, adapt to changes in technology, customer service, key accounts and future partnerships. • Maintain an external focus on the latest developments within the industry/competition, the market, group

sales and packaging worlds and encourage a “search and reapply” orientation amongst the team to continually leverage best practices.

- Employ marketing innovation that leverages occasions, targets, usages, etc. to drive group and/or individual ticket sales/season pass growth via the Call Center operations. Develop new distribution channels for increasing sales.

Sales Performance & Sales Management

- Create and lead a team of group sales professionals. Set annual sales goals and monitor performance of sales team on a weekly basis.
- Identify and require use of sales tracking software to monitor sales performance and to maintain client information for the long-term.
- Provide ongoing sales training, coaching and leadership development for the sale team to create an environment of continual growth and learning. Conduct routine “ride-a-longs” to monitor sales performance in action.
- Monitor market performance and recommend shifts in strategies and tactics as necessary to ensure financial plan attainment; develop sales contingency plans.
- Serve in a sales role within the Group Sales team to sell to key accounts when necessary, attend new business pitches or own a certain area within Group Sales.
- Travel in marketplace to develop sales accounts and presence among key tour, travel & association groups.
- Work with Director of Foods to establish catering pricing and volume; support operation and monitor catering business on key dates and with accounts.
- Develop the overarching sales goals, products, tracking and rebate strategies for hotel and sales and products sold within hotels, working in conjunction with the Marketing Director and Marketing Manager – Dollywood’s Splash Country & Dollywood Cabins to coordinate necessary marketing efforts
- Assist with the development of packaging efforts with select hotel/area partners; provide forecast and analysis of business opportunity for such packages.

Call Center Management

- Oversee the sales and service operations of The Dollywood Company internal call center responsible for customer service, sales and fulfillment of season pass/ticket sales, group sales, hotel/partner packages and cabin reservations.
- Responsible for setting and meeting Call Center annual revenue goals and customer service metrics.
- Train and develop a call center supervisor who oversees a team of customer sales and service representatives responsible for fulfilling sales goals and customer service metrics.
- Spearhead and implement new processes and approaches to Call Center operations to drive efficiencies and create new sources of revenue growth.

Financial Accountability

- Provide group and call center sales forecasts to VP of Marketing
- Deliver group attendance / revenue goals and call center sales metrics as determined
- Maintain and manage Group Sales and Call Center budget; ensure expenditures are in compliance with budget allocations.
- Recommend and approve annual commission/bonus plans and payouts for Group Sales and Call Center teams
- Receive and review attendance records, expense reports, account statements, catering reports, invoices, general ledger, operations reports, sales tracking reports, contracts, etc.

Marketing Oversight

- Plan, direct and supervise an effective group sales marketing program, leveraging CRM to target and win back existing customers effectively and prospect strategically to secure new customers.
- Supervise the conceptual planning, design and production of printed materials to support group sales efforts in conjunction with Marketing Director and Masterbrand/sub-brand platforms.

- Work together with Marketing Director and Marketing Managers to develop effective hotel marketing POS materials and programs
- Review, provide feedback on group sales web site content and communicate group sale online revenue opportunities to designated digital media personnel.

Miscellaneous Duties

- Receive and responds to inquiries, concerns and complaints from customers and park guests.
- Represent the Park at business and community functions as appropriate.
- Interact and communicate with various groups and individuals such as the Vice President of Marketing, other park directors and vice presidents, and employees, subordinates, guests/customers, corporate officials and employees, other park counterparts, vendors, and the general public.
- Serve as Host in Charge (HIC) as scheduled.
- Perform routine administrative/office tasks as required, including but not limited to preparing reports and correspondence, copying and filing documents, entering computer data, reviewing mail and literature, conducting and attending meetings, etc.
- Operate a vehicle and a variety of equipment such as a computer, printer, fax machine, copier, calculator, telephone, pager, two-way radio, ticket printers.

Core Competencies

- Must be a self-starter and be able to multi-task without supervision.
- Must have excellent organizational skills and ability to work on multiple projects under pressure situations to be able to help prioritize opportunities. Attention to detail and ability to meet deadlines is a critical aspect of this position.
- Ability to create, plan and execute consumer promotions and negotiate with partners.
- Ability to supervise people and build teamwork and morale.
- Excellent time manager and organizer.
- Must demonstrate excellent written communications skills in necessary correspondence to advertising media, promotions, personnel, vendors, Dollywood customers and community leaders.
- Must demonstrate strong oral communications skills in working with partners and associates via telephone, in-park tours and at in-person meetings.
- Mature, professional judgment to establish customer procedures and support staff while providing solutions to customer requests.
- Ability to design, direct Marketing programs, collect and analyze results and offer up implications.
- Excellent math skills
- Must have experience in coordinating large and small-scale special projects.
- Must have experience working with VIP's in special situations in a professional, diplomatic and tactful manner, as position will require the individual to work closely and efficiently with media partners, entertainers and others with specific needs.
- Must have experience in directing other individuals in organizational policies, as the position will require the individual to communicate and enforce park policies to media partners, vendors, employees and special guests of the park in a firm but tactful manner.
- Must be willing to travel as position will require the individual to travel with park personnel to for meetings and other opportunities and make travel arrangements as needed.
- Must have ability to learn variety of details about a subject quickly as it will be necessary to learn many details about Dollywood operations and be able to apply them to programs and promotions.
- Experience working in a theme park or related environment preferred.
- Must have excellent computer skills with proven experience with Word, Excel and Power Point. Graphics experience on the computer also a plus.
- Ability to analyze situations and make decisions utilizing consultative decision making when appropriate.
- Must have valid Tennessee Driver's License and proof of insurance.
- Ability to operate a multiple button telephone, computer, and other required office equipment.

Educational and Experience Requirements

- Bachelor's degree required, business or marketing preferred.
- 10+ years direct sales experience and 5+ years in sales management, serving in successively more senior roles

Personality/Attitude Requirements

1. Able to project Dollywood's image by being genuinely friendly, caring and taking pride in your work.
2. Must be self-motivated and disciplined.
3. Must be able to prioritize and complete work assignments on a timely basis.
4. Must maintain strict confidentiality and judgment regarding privileged information.
5. Must display and live out Servant Qualities by being: patient, kind, humble, respectful, selfless, forgiving, honest and committed.
6. Must be willing to constantly /improve.
7. Must have professional appearance with good personal hygiene.
8. Must promote and support a "team" work environment by cooperating and helping co-workers.
9. Must adapt to changes easily.
10. Must tolerate a fast-paced, hectic environment.
11. Must show appreciation to others.
12. Must be sensitive to the needs of our Guests and feel empowered to take action to meet their needs within company guidelines.

Essential Functions Necessary To Perform Job Duties

1. Able to display and live out Servant Qualities by being: patient, kind, humble, respectful, selfless, forgiving, honest and committed.
2. Able to hear, see and speak.
3. Able to speak, read and write English.
4. Able to smile and make eye contact to make a friendly impression when greeting guests, vendors and other employees.
5. Must have manual dexterity necessary to complete all job duties.
6. Able to sit and/or stand for long/short periods.
7. Able to maintain good personal hygiene.
8. Able to get along with other employees to work out problems and resolve conflicts. (Able to work cooperatively with others.)
9. Able to comprehend instructions and retain information.
10. Able to maintain dependable work attendance and flexibility with assigned work schedules including any required overtime, evenings, weekends and holidays.
11. Able to tolerate a fast-paced, hectic environment.
12. Able to be flexible to handle frequent changes in priorities.
13. Able to prioritize tasks and complete assignments on time.
14. Able to report to work without being under the influence of or smelling of alcohol.
15. Able to operate different types of motorized vehicles, including but not limited to automobiles, vans, golf carts, and other all-terrain vehicles as well as ability to enter and exit vehicle multiple times daily.
16. Finger movement to write, use a computer and other office equipment.
17. Ability to sit, stand and walk; climb and descend indoor and outdoor stairs.
18. Ability to move, bend, stoop, kneel, reach, twist.
19. Ability to lift up to 40 pounds.
20. Above average memory retention and recall.
21. Ability to add, subtract, multiply and divide.
22. Ability to see near and far to drive vehicle.