

**Sales Manager JDE(Rep.)**  
**Job Title**

**Marketing/Group Sales**  
**Team**

**Director or Sales**  
**Reports to**

**January 1, 2013**  
**Date**

**OF070E**  
**Job Class #**

**Outside Sales**  
**Grade**

## **DOLLYWOOD POSITION DESCRIPTION**

### **I. JOB DUTIES POSITION EXIST TO PERFORM:**

1. Develop, organize, implement and maintain assigned Dollywood group sales program that generates attendance for Dollywood properties.
2. Sell within parameter of approved sales plans.
3. Responsible for achieving sales revenue goals.
4. Generate weekly sales calls and travel expense reports.
5. Overnight travel to potential group sales prospects and customers.
6. Perform outbound telemarketing sales campaigns to specific group sales prospects.
7. Responsible for making sales appointments and outside sales calls.
8. Develop and maintain accurate customer and prospect database.
9. Prepare contracts and quotes.
10. Achieve high levels of customer loyalty and retention through customer relationship management activities.
11. Attend weekly sales meetings as scheduled and requested.
12. Attend, network, and present at trade shows, event planner meetings, Chamber of Commerce functions and other community activities to promote Dollywood properties.
13. Support the Sales Director and Sales Staff in special projects and additional duties as assigned.
14. Work collaboratively with all Departments within Dollywood organization.

Management reserves the right to change and/or add to these duties.

### **II. EDUCATIONAL/EXPERIENCE/SKILL REQUIREMENTS**

1. Minimum of 5 years experience in the theme park industry, tourism industry sales, hotel/convention sales or consumer product sales background required.
2. Consistent record of achieving and exceeding sales goals in previous positions.
3. Stable work history.
4. Above average verbal and written communication skills.
5. Ability to problem solve, multi-task and work independently.
6. Mature professional judgement to establish customer procedures while providing solutions to customer requests.
7. Above average math skills.
8. Ability to operate a calculator, multi-line telephone, computer, copier, facsimile and postage machine.
9. Ability to organize marketing and administrative functions effectively.
10. Must have a valid driver's license.
11. College degree in Marketing related degree preferred.
12. Ability to use Microsoft office programs, database programs and internet.

**III. PERSONALITY/ATTITUDE REQUIREMENTS:**

1. Project Dollywood's image by being a spokesperson that is genuinely friendly, caring, sincere and treats others with respect.
2. Cooperative and flexible, able to manage multiple projects and frequently changing priorities.
3. Self-motivated, able to deal with fast-paced, highly interactive environment.
4. Dynamic, problem solver, high achiever, cooperative attitude, and professional.
5. Disciplined to prioritize and complete work assignments on a timely basis.
6. Honest, dependable.
7. Maintain strict confidentiality and judgement regarding privileged information.
8. Positive team member at all times.
9. Practices servant leadership.
10. Professional attire or specified wardrobe with good personal hygiene.
11. Clarify facts and accept responsibilities for projects and deadlines.

**IV. ESSENTIAL FUNCTIONS ABSOLUTELY NECESSARY TO PERFORM JOB DUTIES:**

1. Able to hear, see and speak to communicate information in person, answer phones, direct calls, take messages and initiate information.
2. Able to speak, read and write English legibly to perform job duties.
3. Able to move fingers to write, use a computer and other office equipment.
4. Able to sit, stand and walk around, climb and descend stairs in both indoor and outdoor work areas. Be able to move around, bend, stoop, kneel, reach twist and lift up to 20 pounds.
5. Able to have above average memory retention and recall.
6. Able to operate different types of motor vehicles (automobile, van) and step in and out of the vehicle numerous times a day.
7. Able to smile and make eye contact to demonstrate a friendly impression when greeting business contacts and employees.
8. Math – ability to add, subtract, multiply and divide.
9. Able to maintain required attendance and flexibility with assigned work schedules.
10. Ability to work with others in a friendly, positive manner.