

Business Development Manager

The Business Development Manager's primary focus is to bring state, regional, and national meetings, conventions, conferences, sporting events, and specialty events to Park County, WY, while also focusing on the growth of domestic group leisure. This role involves developing and implementing sales strategies, building relationships with travel/trade, corporate clients, tourism service providers, promoting travel and overnights to Park County, WY, accommodations, and experiences. The manager will analyze market trends, identify new business opportunities, increase business for our tourism industry, and work closely with the marketing team and Executive Director to execute an effective sales strategy. Strong sales, negotiation, and communication skills are essential to expand the company's presence and achieve sales targets in the domestic tourism sector. You will be a champion of managing and executing PCTC's proactive sales efforts. The successful candidate will be self-motivated and self-managed but thrive in a collaborative environment. No two days in this position will ever be the same. We are looking for an adaptable individual who maintains composure, thrives under pressure, and has exemplary time management skills with the ability to prioritize.

Responsibilities

- Identifying and pursuing opportunities for group bookings, conferences, and large events that can be held at Cody Yellowstone's partner hotels and businesses.
- Creating a robust sales funnel and developing long-lasting relationships with key decision makers including tour operators, receptive operators, sport planners, MICE planners, and SMERF planners.
- Execute a sales strategy that supports the overall strategic goals of the Park County Travel Council.
- Coordinate and host Tour Operator FAMs and Event Planner Site Visits.
- Schedule and attend multiple industry shows across the US.
- Building relationships with travel partners across Park County, WY.
- Recording all sales information into the Simpleview CRM.
- Meeting monthly, quarterly, and annual sales goals as set forth by Cody Yellowstone's leadership.
- Performing any additional duties as may be assigned by the Director of Sales or SVP, Sales, and Services

Requirements

- Preference will be given to individuals with previous experience in hotels and DMOs.
- Working knowledge of meetings, conferences, events, and other group gatherings will benefit you greatly.
- Excellent communication, negotiation, and presentation skills.
- Organized and great at multi-tasking.
- Excellent written and verbal communication skills.
- Proven track record of meeting or exceeding sales targets and building relationships with clients.
- Ability to work independently and as part of a collaborative team.
- Ability to travel domestically.
- Working knowledge of MS Office and various applications such as CRM's like Simpleview preferred.
- Exceptional knowledge of Park County, WY is required.

Measures of Success

- Submits complete, quality work within set deadline.
- Growth in the MICE, SMERF, group leisure, and overall heads in beds into Park County, WY.
- Resourcefulness and drive.
- Demonstrates initiative and continuous learning.
- Fill rooms in the shoulder season and winter.
- Successfully mines qualified leads to pursue.

Compensation

- Paid Time Off
- Receive thirteen (13) days of paid holidays
- Benefit supplement
- Wyoming State Pension
- Salaried employee
- Professional Development

