



north lake tahoe

Chamber | CVB | Resort Association

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| JOB TITLE: | Senior Sales Specialist |
| DEPARTMENT: | Administration |
| SUPERVISOR: | Marketing Director |
| STATUS: | Non-Exempt: \$28.85 - \$35.09 per hour Eligible for a 10% performance incentive |
| LOCATION: | Tahoe City, California (not a remote position) |

JOB SUMMARY

This is a full-time sales position with generous health benefits, PTO/Holidays, 401(k), and more.

The Senior Sales Specialist oversees and executes lead generation, qualification, and conversion of leisure groups, meetings, retreats, and other group events through trade shows, sales calls, prospecting, and effective communication. They work with the Director of Marketing and the Director of Sales to identify group sales targets that primarily fulfill NLTRA's established need periods, in support of NLTRA's stewardship efforts.

Ultimately, this position will work toward fulfilling the mission of the NLTRA: The North Lake Tahoe Resort Association promotes and manages visitation and collaborates to achieve economic health, community vitality, and environmental sustainability to benefit our residents, businesses, and visitors.

COMPETENCIES

- Requires proficiency in CRM tools; broad understanding of sales process and demonstrated sales skills.
- Required development of exhaustive knowledge of local destinations and its assets.
- Requires strong strategic thinking related to group sales.
- Requires demonstrated strength in engaging a diverse stakeholder group and in community consensus-building and leadership.
- Requires strong project and personnel management skills.
- Requires excellent verbal and written communication skills.
- Has a strong understanding of the use of data and analytics to shape strategic direction.
- Requires a 4-year degree in a related field.

GENERAL ACCOUNTABILITIES

- Responsible for execution of trade shows, sales missions, FAMs, business development, corporate/leisure/meetings and conferences, and group business.
- Manages leads and lead generation, working closely with local accommodations, meetings, events, and conference partners.
- Develops and expands strategic partnerships to accomplish sales targets.
- Develops effective sales strategies using market trends and competitive information.
- Utilize CRM to track leads, prospects, and wins/losses.
- As a leader at NLTRA, assists in developing and leading team culture and implementation of cross functional goals and supporting initiatives.
- Prepares and presents written progress reports to the CEO, the Director of Tourism Marketing & Sales, and NLTRA Board.
- Other duties as assigned.

OTHER ACCOUNTABILITIES

- Actively contribute to our office culture.
- Actively contribute to our efforts around Diversity, Equity, and Inclusion.
- Actively contribute to our on-going evolution and creativity.
- Actively contribute to the organization and cleanliness of our office environment.

ESSENTIAL QUALIFICATIONS AND ABILITIES

- Proficiency in Windows Office suite.
- Eagerness to learn about and integrate emerging platforms.
- Detail-oriented with good organizational and interpersonal skills.

EDUCATION

- 5-7 years of related experience in a similar role.
- Knowledge of North Lake Tahoe a plus.

LICENSES/PERMITS REQUIRED:

- Valid CA/NV driver's license.
- Eligibility to work in the U.S.

About the North Lake Tahoe Resort Association

For over 65 years, the North Lake Tahoe Resort Association | Chamber | CVB has served local businesses and residents by connecting community leaders and enhancing a vibrant tourism economy. Funded by a newly formed Tourism Business Improvement District in contract with Placer County, the NLTRA's role is to promote and manage visitation through the lens of destination stewardship education. The NLTRA also collaborates with regional stakeholders to achieve economic health, community vitality, and environmental sustainability that benefits residents, businesses and visitors of North Lake Tahoe. Learn more at nltra.org.