

**POSITION TITLE: Sales and Marketing Manager**

**ORGANIZATION: Placer County Event Center & Fairgrounds**

**STATUS: Full Time/ Exempt**

**REPORTSTO: General Manager**

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### **Project Overview**

Placer Valley Tourism has entered into a long term agreement with Placer County to renovate, invigorate and manage the 60 acre Placer County Fairgrounds and Event Center in the heart of Roseville, CA. The site consists of a total of more than 25,000 sq. feet of meeting and exhibit space in three buildings, a grandstand speedway with 5,000 person capacity, animal barns, RV Park and grounds. PVT is embarking on a \$6,000,000 renovation to be completed in 2017. PVT is also exploring the possibilities of expanding facility options. This is an exciting project for individuals who are innovative, entrepreneurial, and diligent with business savvy.

### **Job Summary**

To promote and sell Placer County Event Center & Fairgrounds as a premier convention, meeting, event, festival and celebration destination with a focus both on local rentals and events that achieve specific room night goals.

### **Duties & Responsibilities**

Responsible for planning and implementing regional and local sales efforts to maximize convention, conference, and tradeshow business that support the hospitality market and the operations of the facility:

- Maintain regular follow up with existing customer base to ensure service levels and secure referrals
- Prepare and deliver proposals for potential client consideration
- Generate new business through research, direct sales, and prospecting
- Attend and organize participation at industry tradeshow, sales missions, and networking opportunities while soliciting new and repeat business. This position requires travel and work outside normal business hours
- Develop and maintain professional relationships with clients in the state association and SMERF markets; create and maintain a robust database
- Coordinate and conduct site tours for meeting planners and prospective renters showcasing facilities and attractions
- Compile monthly and year end sales reports for the Board of Directors
- Provide administrative, marketing and budgetary management for the sales department

### **Preferred Qualifications**

The right candidate should be highly organized; be able to think strategically and logistically. Hospitality industry experience is highly desirable along with a proven track record of sales and service-oriented experience in meetings and SMERF markets. Also desired:

- Bachelor's degree in communications, marketing, hospitality or related field
- Goal driven

- Excellent client service skills
- Two to five years of experience in meeting and/or sports events sales
- Strong analytical skills,
- Ability to write and initiate marketing and budget plans
- Excellent verbal and written communication skills
- Willing and able to work evenings, and weekends based on client and office demands; this position is salaried and exempt
- Proficient in Word, Excel and PowerPoint along with other computer software

This job description/posting describes the general purpose and responsibilities assigned to this job and are not an exhaustive list.

**Salary and Benefits**

Full-time, salaried position. Competitive salary, bonus package including full benefits.

**To Apply**

Submit Cover Letter and Resume to [Careers@PlacerTourism.com](mailto:Careers@PlacerTourism.com)