

Anchorage Museum

Title: Tourism and Group Sales Manager

Reports To: Chief of Staff

FLSA Status: Exempt

EEO Class: First/Mid Offs & Mgrs

Approved By: Museum Director and CEO

The Anchorage Museum is for people, place, planet, and potential, in service of a sustainable and equitable North, and with creativity and imagination for what is possible. We strive to be a place of ideas and transformation, narratives and perspectives, resilient and relevant communities, and responsive to a rapidly changing world toward a better future for all. We welcome diversity and inclusion and recognize all are enriched through diverse voices, viewpoints, and skillsets. The Anchorage Museum is committed to creating an anti-racist, fully inclusive organization and is an equal-opportunity employer.

Summary Position Statement

Under the general supervision of the Chief of Staff, the Group Sales and Tourism Manager is the primary staff person responsible for actively prospecting for, soliciting, and securing group visits (tour and non-tour groups) and coordinating the daily operations of the group sales program. A core focus of this position is the development of sustained group attendance that meets established annual revenue and visitation goals. The incumbent will help lead Museum conversations around cultural tourism and sustainable tourism at the local, regional, and international level, and consider opportunities for engagement in the virtual world, develop innovative ideas, and think about possibilities beyond just the Museum campus.

The position also assists with general Visitor Services operations, special events, membership events, birthday parties, seasonal events, and other bookings, and working cross-departmentally to coordinate special events.

Essential Functions

- Identify and pursue strategic opportunities for capturing volume admission sales from targeted constituencies
- Solicit, schedule, and monitor leads for Group Sales for both new and returning group sales contracts
- Develop Group Sales pricing, policy and intake protocols
- Develop and participate in targeted group outreach events and programs
- Coordinate and process all phases of group contracts, book orders, secure deposits and payments for group ticket sales, group tours, and VIP tour reservations
- Establish and maintain relationships with travel, tourism, convention, and meeting partners
- Solicit and market Group Sales to local convention attendees and organizers
- Report on customer relationships, sales forecasts, and new prospects

- Participate in related sales activities, FAM events, programs, sales missions, and tradeshow
- Manage various sales and marketing partnerships
- Coordinate with Visitor Services, Marketing, Restaurant/Catering, Programs and other staff to schedule and confirm Group Sales reservations and tour requirements
- Be familiar with Museum mission, goals, exhibitions, and narratives for talking with the public and with clients
- Assist with coordinating and hosting touring guests, special events, scheduling birthday parties, major rentals, and community-wide event
- Work with and provide input to the Marketing and Design departments to support Group Sales collateral production
- Supervise assigned volunteers and outside vendors

Non-Essential Functions

- Maintain database and track Group Sales leads, inquiries, lost business, sales revenue, and provide ongoing status reports as needed
- Assure availability of private guides for all groups requesting a guided tour and be ready to give tours as needed
- Arrange VIP tours with approved staff and designated guides
- Attend travel industry tradeshow and hospitality networking events as needed
- Assist with all Visitor Service functions as needed
- Train Front-of-House staff on duties related to group sales
- Engage participants in the virtual world
- Perform other duties as assigned

Knowledge/Skills/Abilities

Knowledge

- Excellent customer service practices
- Effective time-management practices

Skills

- Possess strong organizational skills
- Strong writing, speaking, and interpersonal skills
- Demonstrated time management skills
- Detail-orientation
- Analytical and report writing skills
- Detail oriented d penchant for action

Abilities

- Work independently, and with minimal supervision, to meet deadlines and expected deliverables
- Complete tasks with accuracy and timeliness
- Interact with various levels of staff, visitors, members, and volunteers

- Draft appropriate correspondence and other collateral in support of Group Sales and Tourism activities

Qualifications

- Bachelor's degree in a related discipline, including marketing, communications, museum studies, or hospitality/tourism, an equivalent of experience and education may be substituted
- Two years' experience with group sales, customer service or tourism experience

Employee Expectations

As a Museum employee, the incumbent is expected to model the following traits:

- Foster and maintain open communication and collaboration and actively engage in the exchange of ideas and maintaining constructive relationships
- Initiative and creativity in all aspects of the position
- Lead by example by maintaining a high standard of professional ethics and conduct
- Treat everyone with dignity and respect
- Support and uphold the policies, procedures of the Museum

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle or feel; reach with hands and arms; talk or hear. The employee is regularly required to stand; walk; and occasionally required to stoop, kneel, crouch or crawl. The employee must occasionally lift and/or move up to 40 pounds. Specific vision abilities required by this job include color and close vision, and ability to adjust focus.

Work Environment

The work environment characteristics described here are typical of an office environment and representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.