

BELLE OF LOUISVILLE

SALES AND MARKETING DIRECTOR

ESSENTIAL FUNCTIONS:

Solicits businesses, organizations, conventions and tourism groups to market and obtain bookings for cruises, ticket sales, and meetings.

Manages and directs sales staff responsible for selling tickets and charters.

Directs advertising and media plan.

EXAMPLES OF THE WORK:

- Develops and implements creative sales and marketing strategies and campaigns to foster and promote cruise, ticket sales, private bookings and meeting facility accommodations.
- Promotes the historic and educational highlights of our business.
- Networks with community and state organizations to promote business opportunities.
- Manages and updates website and customer data base.
- Attends tourism functions, trade shows, and conventions to market and solicit potential customers.
- Obtains convention and other mailing lists and prepares direct mail campaigns.
- Coordinates and arranges the preparation and design of marketing brochures and print advertising; determines advertising medium; purchases advertising space and radio time; coordinates brochure rack space promotion.
- Confers with staff to plan special event or function details, space requirements, publicity, time schedule, food service, entertainment, and decorations for groups, events or private bookings.
- Quotes group-ticket rates and arranges for sales of tickets.
- Helps identify grants available for business
- Prepares departments annual operating budget
- Communicates with other department weekly functions and changes
- Performs related work

Job Skills/Requirements

Minimum Requirements:

Bachelors degree in Business or Public Administration, Public Relations, Marketing, Communication, Journalism, Telecommunications, Liberal Arts or related field.

Four years of working experience in related field, two of which must have been in management.

An equivalent combination of education and experience may be substituted, but must include two years of management.

Additional Information/Benefits

Minimum Salary: \$50-\$55,000. based on experience and background

Closing Date: June 30, 2008

EOE

Benefits: Medical Insurance, Life Insurance, Dental Insurance, Vision Insurance, Paid Vacation, Paid Sick Days, Paid Holidays, Pension/Retirement, Educational Assistance

Screening Requirements: Criminal Background Check

No Phone Calls Please

Resume:

Sales and Marketing Director Applicant

Belle of Louisville

401 W River Road

Louisville, KY 40202