



Example of General Manager Sales Job Description

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Our innovative and growing company is searching for experienced candidates for the position of general manager sales. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for general manager sales

- Analyze and communicate results and trends of sales based marketing research
- Assist in budget preparation, management and forecasting
- Other responsibilities as defined by senior leadership
- Under corporate directive, work with the Director of Marketing to develop and manage new sales strategies and programs to increase ticket sales and park attendance
- Develop, review and maintain Group Sales budget and goals
- Recruit, select, hire and supervise staff of Account Executives and seasonal interns
- Approve purchases and review invoices within the Group Sales Department
- Research, analyze and monitor projects to ensure adoption of best practices
- Professionally represent the park in the community, at the park and at industry functions when necessary
- Guest Service - Personally interact with and assist guests on a daily basis support the sales team in giving first class service to clients and guests

Qualifications for general manager sales

- Superior ability to create sales opportunities, differentiate products, and create packages
- Successful track record and reputation as one of the "best" in the advertising

- Executive level broadcast and digital sales management experience is required
- Proficient PC skills including Microsoft applications and industry specific programs
- Develop short-term, mid-term and long-term business plans for the sales department
- Must possess strong communication skills both internally and externally