



**National Law Enforcement Officers
Memorial Fund (NLEOMF)
Job Description**

Position: Group Sales Manager

Reports to: Senior Director of Sales

Summary of Position:

The Group Sales Manager for National Law Enforcement Museum (NLEM) is responsible for executing the sales and service strategy for the museum's group tour segment. The top recruit will demonstrate their success by maximizing sales goals and cultivating relationships not only with current and prospective clients, but also key industry partners and associations of which NLEM is a member.

Primary Areas of Responsibility:

- Develop comprehensive knowledge of group needs and strategize with team to ensure success.
- Collaboratively work with the Senior Director of Sales on developing and executing the group sales strategy.
- Develop generate new group business and build client relationships through various sales efforts including but not limited to prospecting, site visits, and outside sales calls, networking functions, and tradeshow.
- Respond to and close inbound group sales leads in a timely fashion.
- Maintain an up-to-date and accurate contact database through CRM, implement database marketing initiatives targeting prospective and existing clients. Track sales efforts to assess efficiencies and success rates of all such initiatives.
- Track sales weekly, monthly and quarterly to ensure goals are being met
- Maintain outstanding customer service and effective communication to current and prospective clients.

Knowledge/Skills/Abilities:

- Bachelor's degree in sales, marketing or business administration or equivalent number of years of experience
- Minimum of five (5) years of sales experience required, non-profit experience a plus
- Proven customer/client focus
- Excellent verbal and written communications
- Strong networking skills
- Self-starter with a strong work ethic
- Ability to multi-task and prioritize
- Results driven
- Attention to detail with strong follow through skills
- Willingness to work in a team environment and collaborate across organizational channels

Working Conditions:

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.

Position will involve an increased workload during the National Police Week. Will include travel to conferences and other events.