

Job Title: Publications Sales Specialist

Organization: South Central Tennessee Tourism Association

Location: South Central Tennessee

Job Type: Full-Time/Part-Time

Overview:

We are seeking a dynamic and experienced Publications Sales Specialist to join our team at the South Central Tennessee Tourism Association. This role is ideal for a self-motivated and organized individual with a passion for the tourism industry. You will be responsible for promoting and selling a variety of tourism publications, including the annual Experience Tennessee Travel Guide, After Jack Traveler's Guide, and our extensive brochure program.

Responsibilities:

- Actively sell and promote tourism publications for South Central Tennessee, including over 30 brochures in print and digital formats.
- Manage relationships with existing clients and develop new customer relationships to expand market presence.
- Utilize both traditional and digital sales strategies to reach and exceed sales targets.
- Provide excellent customer service and support to clients, ensuring their needs are met and their experience is positive.
- Work collaboratively with marketing and design teams to create engaging and informative promotional materials.
- Work collaboratively with the outreach team to ensure that clients are taking full advantage of the partnership toolkit that is provided with ad buys.
- Stay informed of the latest trends in the tourism industry to effectively communicate the value of our publications.

Qualifications:

- Proven experience in sales, preferably in the tourism or related industry.
- Strong interpersonal and communication skills, with the ability to persuade and negotiate effectively.
- Self-driven and highly organized, with the ability to manage multiple tasks and deadlines.
- Familiarity with digital sales platforms and social media marketing is an advantage.

Compensation:

- This position offers a competitive commission-based pay structure, with rates starting at 30% and reaching up to 70%.
- Monthly draws are available based on the number of days worked, with expected earnings ranging from \$35,000 to \$55,000 annually.
- Travel expenses are reimbursed, making this a lucrative opportunity for those willing to invest time and effort.

Benefits:

- Flexible working hours tailored to fit either a side hustle or a full-time career path.
- The opportunity to work in a thriving sector promoting local tourism and contributing to regional growth.
- A supportive team environment that values innovation and commitment.