Career Opportunity
This is not a Federal Position

We are currently accepting applications to fill the following vacancy:

Manager, Group Sales, Marketing & Events
Announcement Number: SE-24-0123
Number of Vacancies: One

<table>
<thead>
<tr>
<th>OPEN DATE:</th>
<th>February 9, 2024</th>
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<tbody>
<tr>
<td>CLOSING DATE:</td>
<td>February 16, 2024</td>
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<td>PAY BAND:</td>
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<td>SALARY RANGE:</td>
<td>Commensurate with Experience</td>
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<tr>
<td>POSITION TYPE:</td>
<td>Trust Fund</td>
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<tr>
<td>APPOINTMENT TYPE:</td>
<td>Indefinite</td>
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<tr>
<td>SCHEDULE:</td>
<td>Full time</td>
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<tr>
<td>DUTY LOCATION:</td>
<td>Washington, DC</td>
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Position Sensitivity and Risk: Non-sensitive (NS)/Low Risk

Open to Current Smithsonian Enterprises Employees Only

What are Trust Fund Positions?
Trust Fund positions are unique to the Smithsonian. They are paid for from a variety of sources, including the Smithsonian endowment, revenue from our business activities, donations, grants and contracts. Trust employees are not part of the civil service, nor does trust fund employment lead to Federal status. The salary ranges for trust positions are generally the same as for federal positions and in many cases trust and federal employees work side by side. Trust employees have their own benefit program and may include Health, Dental & Vision Insurance, Life Insurance, Transit/Commuter Benefits, Accidental Death and Dismemberment Insurance, Annual and Sick Leave, Family Friendly Leave, 403b Retirement Plan, Discounts for Smithsonian Memberships, Museum Stores and Restaurants, Credit Union, Smithsonian Early Enrichment Center (Child Care), Flexible Spending Account (Health & Dependent Care).

CONDITIONS OF EMPLOYMENT
- Pass Pre-employment Background Check and Subsequent Background Investigation
- Complete a Probationary Period
- Maintain a Bank Account for Direct Deposit/Electronic Transfer.
- The position is open to all candidates eligible to work in the United States. Proof of eligibility to work in the U.S. is not required to apply.

OVERVIEW
The Manager, Group Sales, Marketing & Events, provides leadership and direction for the outbound and inbound sales for the Reservation & Group Sales Center, generating sales on behalf of Theaters and Dining operating units. The Manager supports the development and execution of programming strategy, operations, and liaises across Theaters, Planetarium, Simulators, and other film, digital and entertainment experiences, to increase revenue. The incumbent will be responsible for promoting the development and expansion of Food & Beverage programs for tour operators and groups; working with the F&B team, concession operators and museums; through food voucher sales and creative specialty dining opportunities.
DUTIES AND RESPONSIBILITIES

GROUP SALES

- Along with SVP, Retail, sets annual sales goals and manage P&L for Group Sales. Assist in creating annual budgets and action plans to achieve sales goals and increase volume of sales and margins on products year over year.
- Actively pitch theaters, dining and ride simulators offerings including cold call leads, and cultivate current and lapsed customers. Grow revenue from existing customers.
- Regularly review and track weekly activities (e.g. call center stats) and fiscal monthly sales. Publish monthly sales reports.
- Makes persuasive sales presentations to external leads and customers, and internal event organizers within Smithsonian. Activities may include: sales calls and presentations to the travel, trade, and tour operators, attending industry networking events, participating in commercial trade shows, conducting promotions, direct marketing activities, hosting incoming travel trade familiarization trips and participating in special events such as SI Teacher’s Nights, etc.
- Work with F&B team and concession partners to develop food voucher programs, including menus and price points, that will attract tour operators and groups, and establish/maintain dining schedules that will best serve the groups, promoting positive dining experiences and repeat business.
- Represent Smithsonian at national and international tradeshows.
- Direct the operation of the Call Center to provide exceptional and efficient customer service.
- Update, revise and implement Reservations & Group Sales training materials and programs. Ensure that staff is properly trained on selling techniques, phone etiquette, customer service, data security, and that staff strictly follow museum protocol/policies/procedures.

MARKETING

- Create, plan, and implement new programs, pricing and customer benefits. Revise current offerings to improve relevancy and attractiveness to customers.
- Work with Director, Theaters to expand existing programs and develop new programs at multiple existing theater venues, i.e. Sci-Fi Sundays, Harry Potter Week. These programs will often feature food/drink pairing to both enhance program value and increase revenue. Programs will also include cultivating museum partnership at multiple stakeholders and multiple museums.
- Research distributors/rights holders and corresponding primary point of contact for new program/film content.
- Provides input to the operational procedures with museum partners and operational staff as it relates to programs and theater sales.
- Expanding programs at new sites. This can include but is not limited to new permanent theater locations or pop-up programs. In these instances, will provide key strategic and tactical input on new theater/program development and launch.
- In conjunction with new and existing programs, propose and research “talent” including point of contact/agent for screening introductions/Q&A. The goal is to add value, increase price point & attendance, and press/PR visibility for Smithsonian Theaters.
- In coordination with Marketing team, take key role in composing film/program-specific social media content.
- Working with F&B team, develop an outbound voucher sales program that targets untapped potential opportunities with local hotels or other venues that may want to provide food services for their groups but don’t have access to services.
- Working with F&B team and concessionaires, develop and print annual promotional materials with updated menus and pricing to promote voucher sales for the upcoming sales season.

CUSTOMER SERVICE

- Point of Contact on daily customer feedback and requests through SI and SE websites relating to topics ranging from customer complaints/requests to content suggestions from customers and vendors.
- Work with Marketing team to develop and execute surveys of our customers, providing data to best develop future programs.
• Work directly and collaboratively with museum administration, education departments and Visitor Services staff to promote communication and coordinate group services.
• Engage dining and theater partners to regularly review visitor experiences, identify challenges, and find solutions.

EVENTS
• In conjunction with Director, Theaters, and Operations teams, acts as liaison with the host museums for Theaters programming and special events.
• Schedule a member of the group sales team or personally supervise group dinners in museum restaurants, after business hours. Escort groups out of museum facility and past security checkpoints.
• Areas of assistance include but are not limited to: maintaining multi-site theater programming calendars/schedules, distribution of collateral materials to the field, and operational support for events/programs.
• Provides input into staff training to the operations team as it relates to sales initiatives and programs/events.

QUALIFICATION REQUIREMENTS

Education and Experience: To qualify for this position, applicants must possess a Bachelor’s degree (BS) from a four-year college or university minimum of five to ten (5-10) years related experience in the Tourism and Film industry including marketing and outbound telephone sales experience, or equivalent combination of education and experience.

Experience required for this position is as follows:
• Knowledge of advertising techniques, channels and messages for the tourism industry. Able to create sales materials and presentations.
• Experience in successfully selling integrated products.
• Prior reservations or booking system experience, such as ProVenue for Tickets.com preferred.
• Work experience selling dining, performances, educational sessions and tourist experiences to a wide variety of groups (esp. educators), including tour operators and groups.
• Must have supervisory/management experience and proven leadership skills with a diverse staff.
• Have excellent verbal and written communication skills. Experience writing sales copy, training instructions, interdepartmental memos.
• Ability to represent Smithsonian’s high standards and commitment to visitor service.
• Knowledge of standard sales reporting. Ability to analyze sales data, revenue streams and call center metrics.
• Working knowledge of the Financial Budgeting process along with accounts payable and receivables.
• Flexible work schedule to include certain evening or weekend group sales events.
• Comprehensive knowledge of promoting a multi-screen and/or large-screen format theater with a diverse slate of content, programs, and events.
• Comprehensive knowledge of films in the marketplace across all genres, movements, eras, including international.
• Experience with Ticketing and Point of Sale Software, including but not limited to customer-facing interface (i.e. apps, websites, print-at-home tickets) as well as food/drink Concessions sales.
• Experience in development and promotion of concessions, from general product selection and corresponding customer-facing promotions, to tie-ins with specific programs and events.
• High proficiency with Microsoft Office suite is required: Word, Power Point, Excel, and Microsoft Project; Adobe Suite proficiency highly desired.
• Ability to plan and organize crowd control systems for high volume events and programs.
• Ability to plan, organize and execute programs and special events.

Applicants, who wish to qualify based on education completed outside the United States, must be deemed equivalent to higher education programs of U.S. Institutions by an organization that specializes in the interpretation of foreign educational credentials. This documentation is the responsibility of the applicant and should be included as part of your application package.
Any false statement in your application may result in your application being rejected and may also result in termination after employment begins.

The Smithsonian Institution values and seeks a diverse workforce. Join us in "Inspiring Generations through Knowledge and Discovery."

How To Apply:

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<tr>
<th>Please forward a resume, and cover letter to:</th>
<th><a href="mailto:SECareers@si.edu">SECareers@si.edu</a></th>
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<tbody>
<tr>
<td>Please include the position title in the subject line.</td>
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Applications received on or before **February 16, 2024, at 5:00pm (EST)** will be considered. Resumes should include a description of your paid and non-paid work experience that is related to this job; starting and ending dates of job (month and year).

What To Expect Next:
Once the vacancy announcement closes, a review of your resume will be made compared to the qualifications and experience as it applies to this job. After a review of applicant resume is complete, qualified candidates’ résumés will be referred to the hiring manager.

Relocation expenses are not paid.

The Smithsonian Institution provides reasonable accommodation to applicants with disabilities where appropriate. Applicants requiring reasonable accommodation should contact the point-of-contact listed in the “How To Apply” section above. Determinations on requests for reasonable accommodation will be made on a case-by-case basis. To learn more, please review the Smithsonian’s Accommodation Procedures.

The Smithsonian Institution is an **Equal Opportunity Employer**. We believe that a workforce comprising a variety of educational, cultural, and experiential backgrounds support and enhance our daily work life and contribute to the richness of our exhibitions and programs. See Smithsonian EEO program information: [www.si.edu/oema](http://www.si.edu/oema).