



About Our Company

The Santa Barbara Adventure Company is the premier adventure travel outlier on the central coast. We operate three companies under one roof; the Santa Barbara Adventure Company, the Channel Islands Adventure Company and Santa Barbara Wine Country Tours. Our operations include local kayaking trips, surf lessons, wine country tours, mountain biking, rock climbing and team building programs. We are also the sole Channel Islands National Park concessionaire for guided kayak tours on Santa Cruz Island. Our office is located in downtown Santa Barbara, one block from State Street and less than a mile from the pier. We have an office staff of 10 and a guiding staff of 60+.

Group Sales Manager

Job Location: Santa Barbara, CA

Job Description

The Group Sales Manager works to develop & execute the marketing plans to increase our corporate trips, large single-day youth trips & large-scale multi-day outdoor education trips. They are responsible for communicating the culture and services of the company, growing the business, and solidifying its presence in the Outdoor Education and Corporate Services industry. The Group Sales & Marketing Manager is responsible for training and leading a team of sales members to service tourists, corporate accounts, educational clients and individual clients.

Responsibilities

Marketing & Outbound

- Develop and maintain a comprehensive strategic sales plan & calendar to attract a variety of groups (corporate, educational, and individual)
- Manage outreach to groups
- Attend Information meetings within the tourism space as requested
- Brainstorm and develop ideas for creative ongoing sales campaigns
- Communicate with Marketing Director on overall strategic plan for Group Sales growth
- Collaborate with Marketing Manager on Group Sales marketing campaigns
- Work closely with large-scale hotels to network with conference & large groups visiting the area • Occasional attendance at trade shows or other travel events.

Sales Growth & Client Retention

- Tracks monthly sales, provides reports to director on trends and contributing factors
- Ensure strong client relationships & track retention of large clients
- Tracks monthly sales, provides reports to director on trends and contributing factors
- Monitor profitability for all Group Sales trips

Management Responsibilities

- Hire, Train & Manage Group Sales Coordinators (2-3)
- Oversee ensure client portfolio with the goal of directly coordinating less than 10% of Group Sales trips;

divide & assign management of client portfolio to Coordinators (45/45 or 30/30/30)

- Manage Group Sales Coordinators (2-3)
- Regularly provide on the job coaching to improve team performance
- Evaluate Coordinators performance on a yearly basis & work to maintain strong retention

Related Duties

- Work closely with the Operations Manager to ensure staffing & availability for large-scale group trips throughout the year
- Report to General Manager and Director of Marketing, as well as President of Company
- Perform & support the General Manager & other departments on related projects as needed.

Additional Skills

- ✓ Excellent interpersonal skills
- ✓ Analytical, decision making and problem-solving skills
- ✓ Effective verbal and listening communications skills
- ✓ Attention to detail and high level of accuracy
- ✓ Very effective organizational skills
- ✓ Effective written communication skills
- ✓ Highly proficient at Outlook, Word & Excel
- ✓ Stress management skills
- ✓ Flexible, respectful, honest and trustworthy
- ✓ Able to handle multiple simultaneous projects

Working Conditions

Physical Demands

- ✓ Familiarity with WordPress, Mailchimp, Facebook, Instagram and other media platforms
- ✓ Experience with the tourism industry is a plus.
- ✓ Experience in Sales/Marketing a plus
- ✓ Knowledge and interest in the Santa Barbara and Santa Ynez areas, including waterfront, State Parks and Channel Islands National Park. Knowledge of the company's portfolio & offers a plus.

This role requires spending long hours in the warehouse and in the field lifting heavy equipment and exerting energy during activities. Office work will involve sitting and using office equipment and computers for long periods, which can cause muscle strain.

Environmental Conditions

Office & warehouse work takes place in a busy, open area office. The incumbent is faced with constant interruptions and must meet with others on a regular basis. Island managers can have their field locations vary and may include hot, sunny, windy, wet and otherwise wild and remote locations.

Sensory Demands

There will be days in which this role will require spending long hours in intense concentration. The incumbent must also spend long hours on the computer entering information which requires attention to detail and high levels of accuracy.

Mental Demands

There are a number of deadlines associated with varying tasks which may cause significant stress. The incumbent must also deal with a wide variety of people on various issues.

The above statements are intended to describe the general nature and level of work being performed by the incumbent(s) of this job. They are not intended to be an exhaustive list of all responsibilities and activities required of the position.

Commitment: This is a full-time, year-round position. 40+ hours/week; flexible scheduling is necessary at times. Role requires availability to work weekends at times. Work outside of assigned hours to ensure job responsibilities are being met & job performance is to a strong level is expected at times especially during the busy season.

Compensation: \$68,640 - \$75,000 base salary DOE + \$12,000 in eligible bonuses

This is an exempt salaried position. Overtime will be required as necessary and this position is exempt from overtime pay. Discuss with the General Manager if you have any concerns regarding how to balance your schedule to account for necessary and potentially unforeseen overtime.

Insurance Stipend: We will reimburse up to \$187.50 per month or \$86.54 per pay period worked in a full-time capacity to cover the cost of a personal health insurance plan. This is a maximum of \$2,250 per year.

401k: After 1 year of employment & working at least 1,000 hours we have a company 401(k) program that all eligible employees can opt to join which includes up to a 4% company match. Enrollment windows are January 1st & July 1st

Paid Vacation (PTO): 1 week (5 days) paid vacation available per year. A majority of vacation time is to be scheduled between November 1st and February 1st. Vacation days are subject to President & General Manager approval, based on business demand and bookings. Additional unpaid vacation may be taken with approval.

Paid holidays: President's Day, Martin Luther King Day, Thanksgiving Day, Christmas Day, New Year's Day. Some of these paid holidays you might be requested to work, in that case you can pick another day in exchange for the paid holiday that you worked.

Sick Pay: 5 days of paid sick leave per year. Sick days accrue at 1hr per 30hrs worked up to a maximum of 40 hours per year. Unused sick days do not carry over into the next year.

Terms: This is an at will agreement which may be terminated by either party at any time. Review of performance as necessary.

Total Minimum Compensation: \$68,640.00 + 401k/benefits

I certify that I have read and understand the responsibilities assigned and company policies that apply to this position. I understand the unique competitive business environment in which SBACo operates as an NPS concessionaire and agree to hold any information about SBACo's operations, future plans and permit applications strictly confidential.

Employee Signature: _____

Printed Name: _____

Date _____