

GROUP SALES MANAGER

SUMMARY

The National Center for Civil and Human Rights is an over 60,000 square foot facility in the heart of downtown Atlanta. It is a world-class cultural institution dedicated to exploring stories of civil and human rights in dynamic indoor and outdoor spaces. The Center is located at Pemberton Place, adjacent to Centennial Olympic Park, The World of Coca-Cola, and the Georgia Aquarium. Please visit www.civilandhumanrights.org to learn more about The Center.

ROLE

The Center is seeking a Group Sales Manager to join our team. The Group Sales Manager is responsible for generating and converting group sales opportunities to meet and exceed group booking revenue goals. This position prioritizes direct sales activity, proactive pipeline development, relationship building, and performance-based results, ensuring the museum maintains a strong and steady flow of group bookings year-round to meet budgeted attendance goals. This position reports directly to the Vice President of Visitor Experience.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Drive group sales revenue by securing group bookings of all sizes, and cultivating strategic partnerships including schools, corporate clients, associations, and tourism organizations
- Develop and execute sales growth strategies that strengthen pipeline development and maximize revenue opportunities
- Proactively prospect, pitch, and close new group accounts to expand market reach and audience diversity
- Build and maintain long-term relationships that generate repeat business and consistent booking volume
- Strategically fill both peak and off-peak dates to optimize attendance and revenue throughout the year
- Collaborate with Marketing to align campaigns, promotions, and outreach efforts that support group sales objectives
- Monitor and manage pipeline health, ensuring strong conversion rates from lead to confirmed booking
- Track and drive performance against key metrics, including monthly attendance goals, revenue per booking, and repeat client growth
- Maintain a forward-looking booking calendar that ensures consistent revenue flow and minimizes gaps
- Partner with Group Coordinators and the Director of Admissions to align on logistics and ensure every group visit runs smoothly from booking to arrival



NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS

- Continuously identify opportunities to exceed monthly and annual revenue targets through proactive outreach and upselling strategies
- Serve as the primary driver of direct revenue growth, operating within a bonus structure tied to performance outcomes

QUALIFICATIONS:

- Bachelor's degree in Business, Marketing, Hospitality, Museum Studies, or equivalent experience preferred
- 2+ years of proven success in sales, group sales, tourism, or hospitality with a track record of exceeding revenue goals
- Demonstrated ability to build and sustain strategic partnerships (schools, corporate clients, tour operators, and community organizations)
- Strong pipeline management skills, including prospecting, forecasting, and converting leads into high-volume bookings
- Excellent communication, negotiation, and presentation skills with the ability to engage diverse audiences
- Experience using CRM systems and data to track performance, optimize sales strategy, and drive repeat business

APPLICATION INSTRUCTIONS:

Email: careers@civilandhumanrights.org

Include the job title in the email subject field and last name

The following document must be attached to be considered for the role: Resume