



JOB ANNOUNCEMENT

City of Columbia, Missouri, Human Resources Department
P.O. Box 6015, Howard Building, 600 E. Broadway
Columbia, Missouri 65205
Voice: 573.874.7235 TTY: 711 (MO RELAY) Fax: 573.874.7736
Web Site: gocomojobs.com

Position Title: Tourism Sales Specialist I

Department: Convention & Visitors Bureau
Division: ADMINISTRATION (C&VB)
FLSA Status: Non-Exempt
Union Code/Affiliation: Unrepresented
Starting Salary: \$23.26 - \$28.60 hourly Minimum-Midpoint; Commensurate with training and experience.
Job Code: 04300

Application Deadline: 09/18/2026

Number of Positions Available: 1
Hours:
M-F - 8a-5p Some nights and weekends may be required.

Special Instructions to Applicants:

Job Description (This job description/posting in no way states or implies that these are the only duties to be performed by the employee occupying this position.)

The purpose of this job is to attract business to Columbia by conducting sales calls, providing services for booked events, researching sales leads, and interacting with hotel partners.

Essential Functions:

- Researches, prospects, and qualifies organizations to bring events to Columbia.
- Conducts sales calls, including scheduled in-person meetings, on-site cold calls, phone conversations, and virtual meetings.
- Engages in phone and email conversations and conducts site visits with meeting and event planners and hoteliers.
- Attends industry-related meetings and events.
- Prepares bids and maintains accurate records.
- Manages and updates contact information and activity in the Customer Relationship Management (CRM) software system.
- Regular attendance is a necessary and essential function.
- Performs other duties as assigned.

Education and Experience (An equivalent combination of education, training & experience will be considered):

Education and Experience
Bachelor’s Degree in Hospitality Management, Tourism Administration, Business, or a related field.

1 to 3 years' experience in hospitality management, tourism administration, business, or a related field.

Licenses or Certifications

Valid driver’s license.

Knowledge, Skills & Abilities:

Knowledge of:
Columbia’s meeting facilities; conventions and meetings industry landscape.

Customer Relationship Management (CRM) software.

Common business software applications such as Microsoft Office.

Convention and tourism management, event planning and public relations.

Skill in:

Communicating verbally and in writing to meet the audience's needs.

Applying active listening and asking questions for understanding.

Organizing and managing time effectively.

Ability to:

Build rapport with individuals.

Organize and coordinate a broad range of projects/events.

Recognize, analyze, and solve a variety of problems.

Compile, organize, interpret, and communicate data and results concisely.

Regularly use a computer, software, phone, and related office equipment.

Focus on tasks.

Supervision Exercised:

No supervisory authority. Work may require providing guidance and training to others.

Individuals needing accommodation to apply may call 573.874.CITY (2489)

TTY: 711 (MO RELAY)

THE CITY OF COLUMBIA IS A MERIT, AFFIRMATIVE ACTION, EQUAL OPPORTUNITY EMPLOYER: MALE / FEMALE

THE CITY OF COLUMBIA REQUIRES PRE-EMPLOYMENT DRUG TESTING

The City of Columbia participates in the federal [E-Verify work authorization program](#)