



Naval Academy Business Services Division

Job Announcement Number: 26-055

Vacancy Open: July 13, 2026 – July 27, 2026

Area of Consideration: All Qualified Persons

Must be at least 18 years of age to obtain required security clearance

Security Level: Tier 3 – US Citizenship Required

POSITION DETAILS

Group Tour Sales Manager, NF-1101-04

Full Time (35-40 hours weekly, Benefited)

\$28.00-\$32.00/hour

Positions Available: 1

Benefits include: Medical, Dental, Life, and Long-Term Disability Insurance; Health Savings Account (HSA); Flexible Spending Account (FSA); Automatic Retirement Enrollment, 401(k), Roth 401(k), and 401(k) Loan options; and Paid Vacation and Sick Leave Accrual.

Walk through the past, support the future! The Visitor Center team is expanding and we are looking for a dynamic Group Sales Manager to attract new groups to our living, breathing American history destination. Everything you do here supports the Brigade, and we are looking for the right person to bring Aboard! Scheduling 8-hour shifts, Monday – Friday.

In order to meet the basic requirement of the Group Tour Sales Manager position, NF-1101-04, you must meet one of the following:

- a) Three (3) years of specialized experience in a sales, hospitality, tourism, or marketing field. Specialized experience may include, but is not limited to: travel or event sales, travel or event planning and coordination, participation in major tourism trade shows and organizations, etc.; OR
- b) Three (3) full years of graduate level education.

JOB SUMMARY

The Group Tour Sales Manager position is located within the Naval Academy Business Services Division (NABSD), a self-supporting and administered non-appropriated fund instrumentality (NAFI), at the United States Naval Academy. The Group Tour Sales Manager plays a pivotal role supporting the attendance goals of the Armel-Leftwich Visitor Center (ALVC) and the U.S. Naval Academy (USNA). As the face of the USNA group tour experience, the primary focus of this position is to generate leads resulting in increased group tour bookings for adult and student groups; and to ensure that the group tour marketing materials best represent the Naval Academy Tourism group experience: Tour, Dine, Shop.

DUTIES & RESPONSIBILITIES

- Build relationships with group tour operators, make sales calls, and arrange for familiarization tours of USNA.
- Increase group sales and reach or exceed USNA attendance targets.
- Evaluate and analyze visitation from group tour operators. Identify opportunities to increase business from previous and existing clients. Contact tour operators to bring in new and increased business.
- Identify group tour operators who have not visited USNA and develop a relationship with those operators to encourage visitation.
- Establish and maintain a customer relationship management database to track touchpoints with group sale leads and customers.
- Coordinate with the Scheduling Coordinator to schedule and confirm group bookings.
- Advocate for group tour operators internally. Solicit group feedback and present suggestions and plans on how to improve the group tour experience.
- Book familiarization tours of USNA. Greet tour operators upon arrival and make sure the participants are provided guided tours of the Yard focused on the group tour experience.

- Generating group ticket sales revenue through a high volume of proactive, outbound sales outreach, including phone calls, emails, texts, etc
- Prospecting for new leads and new sales opportunities
- Maximizing group ticket sales opportunities from existing and inbound leads
- Conducting in-person and virtual sales appointments
- Assist with creation of collateral material. Write copy for group tour profile sheets, website pages, and other group tour promotional materials. Ensure that all marketing materials are persuasive, easy to understand, and within brand guidelines
- Provide group tour marketing materials to the local Destination Marketing Organizations (DMO). Serve as the group tour liaison for DMOs.
- Cultivate relationships with travel and tourism partners, with a focus on tour operators and related associations.
- Attend group tour conferences, such as conferences for the Student and Youth Travel Association and the American Bus Association. There are regional shows that should be represented as well.
- Projection formulation for annual revenue and budget annually.
- Work with Tour Guide Manager, visitors and partners to develop new product.
- Reporting & Data Analysis – Collects, organizes, and analyzes productivity and performance data to support office operations and management decision-making. Maintains and updates Point of Sale (POS) and inventory information; prepares and distributes accurate daily sales reports. Tracks discrepancies and resolutions submitted by staff members. Compiles and consolidates data for management reports, ensuring clarity and consistency in reporting.
- Supports inventory accuracy through regular product reconciliation tasks. Prepares quarterly reports on commission events, including documentation and verification of proof of payment and internal records and compliance.
- Record Keeping – Maintains physical and digital records, maintains the department bulletin board, handles confidential and sensitive information, submits personnel and medical documentation to Human Resources, ensures proper procedures are followed to protect HIPPA and PII. Maintains safety files, reports safety and maintenance issues.
- Provides exceptional customer service to patrons, Midshipmen, USNA faculty and staff, and vendors in person, over the phone, and via email.
- Organizes office supplies, processes vendor invoices, processes and maintains accounts payable and receivable invoices for Tours Group Sales, and Timekeeping.
- May be called upon to assist with retail, cashier, and other duties, and for Midshipmen (mission) support events when needed. Attends off-site meetings and trade shows as needed. Directs work to be accomplished, provides technical guidance and administrative oversight to employees consisting of NF-03 Scheduling Coordinator and NF-03 Admin Assistant.
- Assigns work, defines priorities, selects and recommends applicants for hire, evaluates performance, recommends pay adjustments/awards, provides or recommends training, approves and/or disapproves leave requests, initiates corrective actions, and recommends formal corrective/disciplinary actions as warranted.

YOU WILL BE RATED ON THE FOLLOWING KNOWLEDGE, SKILLS, AND ABILITIES (KSAs) FOR THIS POSITION:

1. Experience and Skill in Sales Techniques. Experience in tourism sales and industry standards is preferred.
2. Experience in front facing customer service. Experience working in the Tourism, Hospitality, Marketing field is preferred.
3. Ability to coordinate between multiple departments and outside contacts. Experience working with a variety of contacts, such as domestic and international tour operators, travel agents, group organizations, and travel groups is preferred.
4. Experience and skill in written and oral communication, organization, and attention to detail.
5. Experience and Skill in the use of Microsoft Office Suite, Point of Sale (POS) systems, Google Suite. Experience using NetSuite, SalesForce and/or HubSpot is preferred.

QUALIFICATIONS & CONDITIONS OF EMPLOYMENT

Applicants who meet the qualification requirements will be further evaluated to determine the extent to which their education, related experience, training, awards, and supervisory appraisal demonstrate they possess the desired knowledge, skills, and abilities (KSAs).

- Must be able to obtain and maintain a security clearance – requires 18 years of age
- Males born after December 31, 1959 must be registered for Selective Service
- Verification of employment eligibility in the United States is required - We are an E-Verify participant
- Probationary period: Full Time & Part Time employees serve a one-year probationary period.
- U.S. Citizenship is required for Tier 3 Positions
- Reference Checks
- Must be able to understand and communicate in English
- Participation in Direct Deposit
- Must maintain the privacy of official work information and data, and demonstrate the highest level of ethical conduct.

APPLICATION INSTRUCTIONS

A complete online application **must** be submitted no later than NOON on the closing date to be considered for a USNA NAF/NABSD position. Resumes must not exceed 2 pages. **Apply Here:** [NABSD Career Center](#)
Visit our website <https://www.usnabsd.com/about/careers/> or email nabsdjobs@usna.edu if you need assistance.

EMPLOYMENT PREFERENCES

Explanation of employment preferences is available on the NABSD Website. No preference is given unless requested and documented. Acceptance or declination of a regular position ends ability to claim preference for spouse or Involuntarily Separated (IVS) applicants. To claim a preference, you must attach the following documents with your employment application and request form:

- **NAF RPL (Non-Appropriated Fund Reemployment Priority):** Most recent separation BBA SF50 (or equivalent).
- **Military Spouse:** NF-04 positions are not eligible to claim this preference.
- **Veteran:** Page four (4) of the DD-214

Note: Failure to provide the required information may result in loss of consideration for the position and elimination from the selection process. Applicants may be required to provide proof of education, complete a pre-hire health screening, etc. DON is an EEO employer. All qualified candidates will receive consideration without regard to race, color, religion, sex, national origin, age, disability, marital status, political affiliation, or other non-merit factor. Reasonable accommodations may be provided to applicants with disabilities. If reasonable accommodation is needed for any part of the application and hiring process, please contact the office that is collecting the applications. The decision on granting reasonable accommodations will be on a case-by-case basis.