

VISIT BUCKS COUNTY

Pennsylvania

Job Title: Business Development & Partner Services Coordinator

Reports To: Industry Relations Director

Summary: The Business Development & Partner Services Coordinator is responsible for supporting Bucks County's tourism and hospitality industry as well as managing the weddings, meetings and sports markets by providing excellent service and generating sales leads that drive overnight visitation.

The responsibilities for this position include, but are not limited to:

Partner Outreach:

- Develop new and existing relationships with Bucks County industry partners (hotels, venues, caterers, attractions, restaurants, etc.) and stay informed on developments.
- Handle all partner invoicing for events and listing upgrades and submit monthly report to accounting department.
- Facilitate partner mailings, including but not limited to, the Annual Report and Destination Guide.
- Support the Director to ensure accuracy of partner information in printed destination guide and all other marketing materials.
- Supports the department on industry-facing programming and events, including but not limited to, Annual Meeting, National Travel & Tourism Week Awards, Lodging Lunches, front-line staff training, Trail onboarding.
- Represents Visit Bucks County at partner and local business events.

Business Development (Weddings, Meetings & Sports Markets):

- Research and qualify prospective business opportunities from associations, sports tournament organizers and meeting and event planners resulting in sales leads and bookings for Visit Bucks County partners.
- Develop and execute sales and marketing initiatives to increase business and overnight visitation in the weddings, meetings and sports markets including hosting familiarization tours and market segment meeting as well as attending tradeshows.
- Assist with the development of business-to-business marketing materials, including but not limited to, website content, e-newsletters, e-marketing, social media posts, ads and one-sheets.
- Maintain industry, Chamber and association memberships and actively participate in networking events to remain current on new initiatives and develop relationships.
- Maintain and ensure timely input into VBC's customer relationship database and lead management system.
- Fulfill partner referrals, service requests, and leads and provide monthly recap reports.
- Collaborate with regional tourism partners to create and implement sales initiatives that increase visitation to Bucks County.

The successful candidate for this position possesses the following skills and abilities:

- Bachelor's degree with a minimum of 2-4 years of tourism/hospitality sales/service or related experience.
- Experience working with sales/customer management database.
- Knowledge of Bucks County and the surrounding region's tourism and hospitality industry preferred.
- Excellent organizational, communication and interpersonal skills.
- The ability to prioritize and handle multiple projects in fast-paced environment.

- A self-starter able to work both independently and as part of a team.
- Flexibility to work some nights and weekends.
- Destination Marketing experience a plus.
- A sense of humor.

Pease send cover letter, resume and salary requirements to Jobs@VisitBucksCounty.com. No phone calls, please.

*Visit Bucks County is the official tourism promotion agency for Bucks County.
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