

HALIFAX AREA ADVERTISING AUTHORITY

JOB DESCRIPTION

Job Title: Group Sales Coordinator
Department: Group Sales
Reports to: Director of Group Sales
Status: Exempt
Date: Feb 2024

Job Description:

The Sales Coordinator provides internal support to the Director, Sales Managers, and Convention Services Coordinator in the development of successful, measurable programs for meetings, sports, and travel trade.

Areas of Primary Responsibility and Focus:

- Provide administrative support to sales department and other departments as needed.
- Work under the DOS as group sales communications liaison for sponsorships, group sales marketing agency, UK marketing representation, networking events, industry tradeshow, FAMs, incentive dollars and reporting.
- Process promotional (incentive) rebate and Florida Sports Foundation grant applications.
- Coordinate the department's calendar and travel/promotional schedule.
- Book sales department's travel accommodations for sales missions and tradeshow.
- Oversee all show registrations including the preparation and shipment of materials and the receipt/distribution of show databases.
- Distribute fair share opportunities to industry partners and work with finance on invoicing.
- Assist Group Sales Department for pre and post show messaging, and Group Sales and Marketing & Design department for eNewsletters.
- Import tradeshow databases into Simpleview and Mailchimp.
- Oversee all aspects of Customer Relationship Management system (CRM) including data entry, analytics and reporting.
- Assist sales managers when needed, in collecting and tracking proposals for bid books.
- Maintain Cvent platform with up-to-date information and sales materials.
- Act as lead catcher for Cvent and website.
- Assist in the preparation of the Meetings, Tour & Travel and Sports advisory committee meetings, to include agendas, meeting notices, and minutes.
- Coordinate and plan all events in the Group Sales Department, including Sales Missions, Client Events, FAMs, and sponsorships with group sales CVB staff.
- Order Group Sales Department promotional materials.
- Conduct site visit surveys.
- Other duties as assigned by supervisors.

EDUCATION/EXPERIENCE, KNOWLEDGE, SKILLS AND COMPETENCIES

- Associates degree or commensurate experience
- Experience in convention services
- Familiarity in the basics of group sales
- Competency to manage multiple tasks and meet deadlines, set priorities and achieve results
- Strong verbal and written communication skills; excellent interpersonal skills with the ability to work effectively with all organizational levels
- Ability to work independently and exercise good judgment with exceptional attention to detail
- Positive, professional, "can do" attitude and ability to excel in fast-paced environment

ENVIRONMENTAL CONDITIONS:

- Office will be considered 140 S. Atlantic Ave, Ormond Beach, FL 32176 and Volusia County
- Limited weekends and evening hours required
- Frequently work at fast pace with unscheduled interruptions

PHYSICAL DEMANDS:

- Ability to lift up to 25 pounds occasionally
- Ability to drive own vehicle as required to perform essential job functions
- Ability to travel out of town, including weekends

COMPENSATION:

- Salary is commensurate with experience
- Benefit package available first of the month following ninety (90) days of continuous full-time employment