

HALIFAX AREA ADVERTISING AUTHORITY

JOB DESCRIPTION

Job Title: Sales Coordinator
Department: Group Sales
Reports to: Director of Group Sales
Status: Exempt
Date: June 2019

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. The position also acts as a back up to Convention Services Coordinator.

Areas of Primary Responsibility and Focus:

- Provide administrative support to all sales managers and sales director.
- Assist with all invoicing and overall budget tracking and reporting.
- Assist with expense reports, mileage and credit card billing for all departmental staff.
- Process promotional rebate and hotel grant applications.
- Coordinate the department's group calendar and travel/promotional schedule.
- Oversee all show registrations including the preparation and shipment of materials and the receipt/distribution of show databases.
- Distribute fair share opportunities and invoicing (with tracking) to industry partners.
- Assist director and sales team with Marketing & Design department for mailer/email to potential attendees.
- Oversee all aspects of customer relationship management system (CRM) including data entry, analytics and reporting.
- Collect and track proposals.
- Maintain updated incentive program in the Cvent program.
- Prepare for Meetings, Tour & Travel and Sports advisory committee meetings.
- Prepare agenda and distribute meeting notices.
- Prepare minutes and upload to website.
- Work with our international agency(s) as a liaison for invoicing, marketing proposals, contracts and agreements and maintain production spreadsheet for all approved/pending media buys.
- Work with our vendor(s) to maintain planner databases and reporting.
- Assist with hosting planners, sports rights holders and buyers in-market.
- 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 126 E. Orange Ave, Daytona Beach, FL 32114 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.