

# HALIFAX AREA ADVERTISING AUTHORITY

## JOB DESCRIPTION

**Job Title:** Group Sales Coordinator  
**Department:** Group Sales  
**Reports to:** Director of Group Sales  
**Status:** Exempt  
**Date:** April 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 for all markets.
- 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