



TITLE: Meetings and Conventions Sales & Services Specialist

REPORTS TO: Vice President of Sales and Services

STATUS: Full Time/Salary

HOURS: Monday - Friday, 8am - 5pm. Evening and weekend work, and local travel within Greenville-Pitt County while supporting meetings and conventions is required. Regional and out of state travel for industry meetings and conferences occasionally throughout the year. Schedule flexibility available to compensate for supporting and servicing events and travel outside of typical office hours to allow for work-life balance.

Salary Range: \$43,000 - \$50,000 dependent upon experience, with City of Greenville, NC benefits package equivalency, which will be discussed with the selected candidate.

ABOUT THE GREENVILLE-PITT COUNTY CONVENTION & VISITORS BUREAU:

The Greenville-Pitt County Convention & Visitors Bureau (Visit Greenville, NC) is the official destination marketing organization for Greenville-Pitt County. Our goal is to foster an environment of superior travel and tourism experiences in the leisure, meetings, and sports market segments, while generating significant economic impact for our destination and local tourism-related businesses.

SUMMARY OF POSITION:

The Meetings and Conventions Sales & Services Specialist supports meetings and conventions sales efforts and assists with the planning and execution of events hosted in Greenville and Pitt County. This position contributes to event recruitment efforts, with a primary focus on servicing groups, while playing a key role in client support and coordination with local stakeholders and partners, including the Greenville Convention Center, hotel and motel partners, East Carolina University, Pitt Community College, and local restaurants and businesses, to help ensure successful event delivery and positive experiences for event organizers and attendees.

The Specialist assists with researching prospective meeting and convention opportunities, supporting sales outreach and bid development, maintaining and updating CRM systems including Simpleview and Mint+, and preparing for conferences, sales missions, and client

engagement activities. This role also supports site visits and familiarization tours for prospective clients and provides operational support for events hosted in the destination.

Working closely with the Vice President of Sales and Services, the Specialist helps support meetings and conventions growth by assisting with event recruitment efforts, strengthening relationships with clients and partners, and contributing to the successful planning and execution of meetings and conventions in Greenville and Pitt County. The role places an emphasis on servicing all groups while developing sales skills through managing and supporting smaller, service-intensive markets such as SMERF.

ESSENTIAL DUTIES & RESPONSIBILITIES:

Meetings and Conventions Sales Support

- Assist with identifying and researching prospective meeting and convention opportunities across all market segments, with a focus on supporting smaller, service-intensive groups such as SMERF
- Support bid development, proposals, and presentations for prospective clients
- Maintain accurate records of leads, bookings, and client interactions in CRM systems including Simpleview and Mint+
- Assist with preparation for conferences, sales missions, and client outreach efforts
- Support tracking of leads and follow-up communications to ensure timely and consistent engagement
- Attend industry conferences, trade shows, and sales missions to support meetings and conventions sales efforts and represent Visit Greenville, NC alongside the Vice President of Sales and Services
- Maintain records of monthly sales and servicing activities and provide updates to support departmental reporting

Event Servicing and Coordination

- Assist with planning and logistics for meetings, conventions, and events hosted in Greenville and Pitt County
- Serve as an operational contact for clients during event planning and execution
- Support coordination with key partners, including the Greenville Convention Center, hotel and motel partners, East Carolina University, Pitt Community College, and local venues, restaurants, and vendors to assist with event logistics
- Assist with hotel room block coordination, communication, and pickup tracking
- Provide on-site event support, including welcome services, registration assistance, client support, and troubleshooting
- Coordinate and deliver destination services and materials, including welcome signage, maps, visitor guides, and other group servicing assets
- Support the Vice President of Sales and Services in delivering successful events and positive client experiences

Site Visits and Partner Coordination

- Assist with coordinating site visits and familiarization tours led by the Vice President of Sales and Services
- Maintain communication with key partners, including the Greenville Convention Center, hotel and motel partners, East Carolina University, Pitt Community College, and local venues, restaurants, and hospitality stakeholders
- Support relationship management efforts with meeting planners, event organizers, and local partners
- Assist the Vice President of Sales and Services with coordination of Hotel/Motel Meetings and networking events, including meeting preparation, communications, and logistical support

Destination Marketing Experience Team Collaboration

- Assist the Vice President of Sales and Services in providing meeting and convention-related event information and content to support marketing materials, announcements, and promotional efforts
- Support identification of opportunities to capture meeting and convention-related content from events, conferences, and community activities
- Assist with maintaining accurate venue, hotel, and destination asset information within platforms such as Simpleview, Mint+, and other internal marketing resources for use in promotional materials
- Provide event updates and relevant information to support meetings and conventions marketing efforts

Destination and Organizational Representation

- Represent Visit Greenville, NC at community meetings, industry events, and professional associations
- Promote Greenville and Pitt County as a premier meetings and conventions destination
- Support broader Visit Greenville, NC and Play Greenville, NC Sports initiatives and organizational goals

QUALIFICATIONS:

Education and Experience

- Bachelor's degree from an accredited institution in Hospitality, Tourism, Business, Communications, or a related field preferred; relevant professional experience will be considered in lieu of a degree
- One to three years of experience in meetings and conventions, tourism, hospitality, event management, or a related field preferred

Knowledge, Skills, and Abilities

- Strong organizational and time management skills with the ability to manage multiple projects and priorities simultaneously
- Excellent written and verbal communication skills with strong interpersonal abilities

- Strong customer service and relationship management skills with the ability to deliver positive experiences for clients and partners
- Strong attention to detail with the ability to support coordination of meeting and event logistics
- Ability to work both independently and collaboratively within a team environment
- Proficiency in Microsoft Office and CRM platforms including Simpleview and Mint+ preferred

PHYSICAL REQUIREMENTS:

The work environment and physical demands described here are representative of those that must be met by an employee to successfully complete the essential functions of this job. Reasonable accommodations can be made to enable individuals with disabilities to perform essential functions.

- A majority of work tasks involve working indoors alone on the computer and/or over the phone, collaborating with team and community members, as well as tourism partners
- Tasks will involve extended periods of time at a computer, on a mobile device, or at a workstation and/or extended periods of time standing and walking
- Requires bending, squatting, sorting, kneeling, and reaching to ground level and overhead as required for tasks such as retrieving boxes of brochures and working events
- Must be able to hold, lift, grasp, carry, push or pull up to 50 pounds
- Ability to climb stairs while carrying objects up to 50 pounds in weight
- Work also involves occasional travel to attend local, state, regional, and national meetings, conferences, and events
- Must be able to occasionally work outdoors at community events as needed

TRAVEL REQUIREMENTS:

Must have a valid North Carolina driver's license, current automobile insurance, and own or have access to an automobile when needed. Some local travel, mostly within Greenville-Pitt County, is required, but not extensive.

SALARY & BENEFITS:

Visit Greenville, NC offers a competitive salary commensurate with experience and benchmarked against similar-size destination marketing organizations. Visit Greenville, NC is a part of the City of Greenville NC's benefit package.

Benefits include medical, dental, life insurance, options for short-and long-term disability, flexible benefits health savings account to designate pre-tax deductions and a wellness incentive program. There are 13 paid holidays, 12 days of PTO, and 12 sick days per year earned on an accrual basis. Visit Greenville, NC offers a tuition reimbursement plan, free parking, employee health clinic, and monthly reimbursement for use of personal mobile phone. Visit Greenville, NC participates in the state's defined benefit retirement pension plan, contributing more than 17% of your total earnings to the plan on your behalf with a required 6% employee match. There are also elective 401k, 457B, and Roth IRA programs available as well as optional supplemental insurance policies (accident, cancer, critical illness, etc.) available via payroll deduction.

A cell phone stipend will be provided. Travel outside of Pitt County with a personal vehicle will be reimbursed mileage based on annual IRS standard gas mileage rates. The Greenville-Pitt County Convention & Visitors Bureau (Visit Greenville, NC) also encourages and financially supports professional development opportunities for its employees.

EQUAL OPPORTUNITY EMPLOYER:

The Greenville-Pitt County Convention & Visitors Bureau (Visit Greenville, NC) is an equal opportunity employer. We do not regard race, color, religion, national origin, age, sex, pregnancy, marital status, disability, genetic information, veteran status, sexual orientation or any protected class characteristic when seeking to hire. This practice, in addition to hiring, applies to our recruiting, training, transfers, promotions, job benefits, pay, dismissal practices, social and recreational activities, and any other term or condition of employment.

The Greenville-Pitt County Convention & Visitors Bureau (Visit Greenville, NC) strives to be an inclusive and equitable organization. We are actively seeking a diverse pool of candidates from a variety of abilities, backgrounds, and cultures for consideration for this position.

HOW TO APPLY:

Please send a resume, cover letter, and any other relevant supporting materials to:

Rachel Whitten, CMP
Vice President of Sales and Services
Visit Greenville, NC
RWhitten@GreenvilleNC.Gov

The deadline to apply is Friday, May 22, 2026 by 5pm.

A background check and negative drug test will be required before starting employment.