



**Job Title:** Meet Hawai'i Sales Analyst  
**Department:** Meet Hawai'i  
**Work Location:** 2270 Kalākaua Avenue, Suite 801  
Honolulu, Hawai'i 96815  
**Salary Range:** \$60k - \$87k Annually

## SUMMARY

The Meet Hawai'i Sales Analyst provides operational, analytical, and technical administration support across sales processes, CRM systems, and performance reporting for the global MCI portfolio.

This individual contributor role combines sales process administration, CRM administration, and reporting execution to ensure sales leadership and account directors have accurate, timely, and actionable information to support decision-making. The role works closely with sales leadership and the Market Insights team to maintain data quality, support sales workflows, deliver standardized reports, and assist with system training and enablement, while implementing approved process standards and reporting methodologies.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

Perform other related duties as assigned or deemed necessary.

### Sales Process Administration

- Administer Meet Hawai'i sales processes from lead receipt through definite booking, including coordination across Meet Hawai'i, HCC, island partners, and hotels.
- Maintain and document sales workflows, handoffs, and process updates to support consistency and efficiency.
- Participate in periodic reviews of sales processes and provide analysis and recommendations to leadership for improvement.
- Track lead response times, proposal turnaround, and post-event reconciliation metrics and support reporting on compliance trends.
- Assist with convention space allocation tracking and citywide calendar coordination to identify potential conflicts and support resolution efforts.
- Support issue escalation related to booking conflicts, space overlaps, and process gaps, and document outcomes for reference.

### CRM and Data Stewardship (Simpleview)

- Serve as a key administrator and subject matter resource for the Meet Hawai'i sales modules in Simpleview CRM.
- Support CRM configuration, workflows, fields, and user profiles in alignment with established standards and leadership direction.
- Maintain CRM data standards (e.g., required fields, picklists, naming conventions) and conduct routine data quality audits.
- Support onboarding and training of Meet Hawai'i sales staff on Simpleview, including development of reference guides and training materials.
- Administer routing and tracking of online RFPs and Cvent inquiries to ensure accurate ownership assignment and reporting.
- Maintain EEI (Estimated Economic Impact) values and formulas in Simpleview in alignment with HVCB and HTA reporting guidelines.

## **Business Systems Support (Cvent, MINT, FuturePace, ActOn)**

- Act as an operational point of contact between Meet Hawai'i users, system vendors, and internal IT for Cvent, MINT, FuturePace, ActOn, and related tools.
- Maintain system templates, process maps, and standard reporting outputs used by the sales team.
- Monitor MINT compliance activities, including post-event room pickup collection and reconciliation with future pace data.
- Maintain Hawai'i destination content within Cvent and related platforms, coordinating updates with marketing as needed.

## **Reporting, Analytics, and Insights**

- Produce recurring sales reports and dashboards, including monthly, midyear, and year-end reporting for internal stakeholders and HTA.
- Maintain standard reports related to pipeline, pace, incentive commitments, and citywide and single-property consumption.
- Partner with the Senior Director, Market Insights & CRM to support narrative summaries and presentation materials for leadership.
- Conduct lead and booking audits to support analysis of conversion trends, win/loss drivers, and timing metrics.

## **Sales Enablement and Partner Support**

- Support development and distribution of sales tools, reports, and collateral that improve sales productivity.
- Assist sales leadership with data pulls and reporting needed for planning discussions and performance reviews.
- Coordinate with marketing to help ensure ActOn campaigns and lead-generation efforts are accurately tracked and reflected in CRM reporting.
- Support sales events, including pre-, during-, and post-event logistics coordination and event analysis.

## **Documentation and Continuous Improvement**

- Maintain standard operating procedures (SOPs) related to sales processes, CRM usage, lead routing, reporting, and MFF administration.
- Support system and process change initiatives by assisting with documentation, testing, and communication.
- Stay informed of sales operations and destination CRM best practices and share improvement recommendations with leadership.
- Perform other related duties as assigned in support of Meet Hawai'i sales operations and reporting needs.

## **EDUCATION and/or EXPERIENCE**

- Bachelor's degree in business, marketing, information/database systems, tourism, or related field from an accredited four-year college or university preferred.
- Minimum three years of experience in sales operations, revenue management, CRM administration, or business analytics; experience in tourism, meetings sales, or hospitality strongly preferred.

## **Skills and Competencies**

**QUALIFICATIONS:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Strong proficiency with CRM platforms; Simpleview experience preferred, or equivalent SaaS sales CRM with evidence of admin / "super user" capability.
- Advanced Excel skills (pivot tables, lookup functions, basic modeling) and demonstrated ability to design and run complex database queries and reports.
- Ability to translate data into clear, concise narratives and presentations for executive and non-technical

audiences.

- High attention to detail, strong organizational skills, and ability to manage multiple projects and deadlines in a fast-paced environment.
- Strong interpersonal and communication skills, including the ability to train peers and work cross-functionally with sales, marketing, IT, and external partners.

#### **Other requirements**

- Proficiency in Microsoft Office (Excel, Word, PowerPoint, Outlook) and virtual meeting platforms. Monday.com or similar project management tools a plus.
- Ability to sit at a computer for extended periods and occasionally lift/move 30–50 pounds for meeting materials, trade show kits, and collateral shipments, as needed.

#### **Comprehensive Benefits Package Includes:**

- Medical, Dental, and Vision Insurance
- Paid Vacation & Sick Leave
- Employer-Paid Life Insurance
- Company-Contributed Long-Term Care Coverage
- Long-Term Disability Coverage
- 401 (k) Retirement Plan with Company Match and Safe Harbor Contribution
- Paid Parking

*The above information in this description has been designed to indicate the general nature and level of work performed by an employee in this classification. It is not to be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications of employees assigned to this job. Management has the right to add to, revise, or delete information in this description*