

VISIT LOUDOUN

Position Profile

Position Information

Position:	Destination Sales Coordinator
Department:	Sales
Reports To:	Director of Sales
Direct Reports:	None

Position Detail

CATEGORY	DETAIL
Role Summary:	The Destination Sales Coordinator assists the sales team with lead generation and follow-up. As well as produces presentations, enhances bid proposals, generates performance reports and assists with the development of FAM tours, site visits, tradeshow promotions, etc.
Key Performance Measures and Accountabilities – The metrics or key performance measures for which the role is held accountable and are necessary to meet desired business results	<ul style="list-style-type: none"> • Research and generate leads for sales team using prescribed tools and technology • Process sales leads and accompanying follow-up/lost business reports for weekly sales meetings • Provide administrative support to sales team • Assists with the maintenance and retrieval of general file and database information, prospecting, and special projects on Simpleview platform
Key Responsibilities – The critical activities required to achieve the desired business results	<ul style="list-style-type: none"> • Coordinates bid proposal creation and assembly • Coordinates and executes the distribution of sales leads to hotels • Outreach to client, pre- and post- event to determine strengths and weaknesses of Loudoun County as a meeting or event destination • Assist sales staff with sales presentations and industry communication • Organize site inspections for clients (e.g., book hotel, arrange transportation, etc.) • Manage sales platform support and development (Linkedin) • Follow-up on leads received from trade shows and other sources by sending/delivering requested information and assisting with special requests. • Curate content and distribute bi-monthly meetings and sports e-newsletter communications
Essential Work Experience – The combination of jobs or critical experiences related to the position that provide the basis for achieving sustained high levels of performance for the role	<ul style="list-style-type: none"> • Content Management Systems (CMS) and Customer Relationship Management (CRM) technology experience; Simpleview platform preferred • PowerPoint, Excel proficiency
Key Skills and Knowledge – The combination of skills (non-technical) and knowledge related to the position that are essential to achieving high performance levels within the given role	<ul style="list-style-type: none"> • Venue and/or hotel operations experience (e.g., basics of housing, room pick-up, meeting space, etc.) • Excellent social and professional skills; Effective communicator and listener • Good organizational skills to keep track of multiple clients and their needs • A deep passion for the work and promoting Loudoun County and its offerings • Ability to travel • Ability to meet deadlines; Strict attention to detail • Ability to anticipate crucial next steps in a sales process • An open minded person, outgoing, personable and creative