

SALES COORDINATOR

The Sales Coordinator is responsible for providing administrative support to the Sales Department of the Panama City Beach Convention and Visitors Bureau (CVB). This position reports to the CVB's Vice President of Sales and to the Director of Destination Sales.

General Scope of Duties

The Sales Coordinator is responsible for the following:

- Assisting the sales staff in developing, maintaining and implementing the Program of Work and budget for Sales Department.
- Maintaining the departmental budget spreadsheets and tracking of expenses for all sales departmental activities.
- Acting as a liaison between the sales department and the industry partners.
- Coordinating of collateral at industry tradeshows including assimilation of the collateral and booth, and shipping of said materials.
- Assisting departmental staff in all aspects of the sales function, including attendance at specified consumer and military tradeshows, interfacing and assisting with reunion groups, and assistance with site inspections and familiarization trips.
- Coordinating of services provided to incoming meetings, conferences, tour groups, and reunions to include but not limited to welcome packages, door prizes and step-on-guided tours.
- Maintaining the Sales Department resources and files within the CVB's CRM database including new entries garnered at industry trade shows.
- Compiling sales activity reports upon request.
- Researching, updating, ordering and inventory of promotional items and display materials.
- Maintaining a quality relationship with CVB staff, sales department clients, industry partners, and the general public.

Additional Duties Include:

The Sales Coordinator will perform other assignments as instructed by the management personnel, including the Vice President of Sales, Director Destination of Sales, and the President/CEO of Visit Panama City Beach

Qualifications and Skills Expectations:

The Sales Coordinator will exhibit the following abilities:

- Portray and project a personal professional image.
- Exercise initiative, good judgment, and tact when representing the CVB.
- Possess a valid Florida driver's license. Travel is required in the performance of regular duties.
- Communicate effectively through written and verbal means, telephone skills, and information gathering techniques.
- Display strong interpersonal skills and demonstrated attention to detail.

Sales Coordinator

- Have an understanding of Panama City Beach's tourism industry is preferred.
- Be able to work independently, but also demonstrate the ability to work with others and in teams.
- The ability to analyze project needs, focus on achievement, manage details and think creatively.
- Demonstrate computer literacy including Microsoft Word, Excel, Photoshop/InDesign, and PowerPoint.