

TOURISM SALES COORDINATOR

Full-Time

Dept: Randolph County Tourism Development Authority

FLSA Status: Non-Exempt

Grade: 313

General Definition of Work

Performs administrative-level work supporting specific aspects of the Randolph County Tourism Development Authority Destination Marketing Plan & Program of Work, including but not limited to Product Development, Marketing & Communications, Information Technology, Public Relations, Publications & Fulfillment, Group Travel, Visitor Services, Partnerships & Industry Advocacy, Government Relations, and related work as apparent or assigned. Serves on the Tourism Team, and work is performed under the general supervision of the Executive Director and any applicable Authority officials.

Qualifications Requirements

To perform this job successfully, an individual must accomplish each essential function. The requirements listed below represent the knowledge, skills, and abilities required for this position. Reasonable accommodation may be provided to enable individuals with disabilities to perform essential functions.

Position Summary

The Tourism Sales Coordinator is responsible for actively promoting Randolph County as a premier destination for sports events, tournaments, meetings, conferences, and group gatherings. This role involves identifying, cultivating, and securing leads; developing compelling proposals; conducting site visits; and building strong relationships with event planners, sports organizations, and meeting professionals. The coordinator will work collaboratively with local venues, hotels, and service providers to ensure the successful execution of the event and maximize its economic impact on the community.

Essential Functions

- Lead Generation & Sales:
 - Proactively identify and research potential sports events, tournaments, meetings, conferences, and business opportunities through various channels, including industry databases, online research, networking, and trade shows.
 - Develop and execute targeted sales strategies to attract sports and meeting planners.
 - Respond promptly and professionally to inquiries and RFPs (Requests for Proposals).
 - Qualify leads and assess their potential fit for Randolph County's facilities and services.
- Proposal Development & Presentation:
 - Prepare compelling and customized proposals that highlight the unique advantages of Randolph County's sports and meeting venues, accommodations, and attractions.
 - Coordinate with local venues and service providers to gather necessary information for proposals, including pricing, availability, and specifications.
 - Develop and deliver persuasive presentations to prospective clients, both virtually and in person.
- Relationship Building & Account Management:
 - Build and maintain strong relationships with sports event organizers, meeting planners, association representatives, and other key stakeholders.

- Serve as the primary point of contact for clients throughout the sales process and event planning stages.
- Conduct site visits and familiarization tours to highlight Randolph County's facilities and hospitality offerings.
- Attend relevant industry trade shows, conferences, and networking events to generate leads and build relationships.
- **Collaboration & Coordination:**
 - Work closely with local sports facilities, meeting venues, hotels, restaurants, and other tourism partners to develop competitive packages and ensure seamless event execution.
 - Coordinate with internal departments, such as marketing and visitor services, to align sales efforts with overall tourism strategies.
 - Maintain accurate records of sales activities, leads, proposals, and bookings.
- **Market Research & Analysis:**
 - Stay informed about industry trends, competitor activities, and emerging opportunities in the sports and meetings market.
 - Provide regular reports on sales activities, progress towards goals, and market insights.
 - Assist in the development of marketing materials specifically targeting the sports and meetings sector.
- **Other Duties:**
 - Assist with special projects and initiatives as assigned.
 - Always represent the organization professionally.

Knowledge, Skills, and Abilities

General knowledge of methods, approaches, and procedures involved in tourism industry promotion; thorough understanding of advertising and tourism marketing techniques, practices, and methods; ability to create promotional materials; ability to express ideas clearly and effectively, both orally and in writing; ability to maintain required certifications; ability to establish and maintain effective working relationships with government officials, associates, visitors, and the public.

Education and Experience

- Bachelor's degree in marketing, Hospitality Management, Sports Management, Business Administration, or a related field.
- Minimum 2-3 years of experience in sales, preferably within the tourism, hospitality, sports, or meetings industry.
- Proven history of successfully generating leads and closing sales.
- Strong understanding of sports events and meeting planning processes.
- Excellent communication, presentation, and people skills.
- Ability to build and maintain strong professional relationships.
- Strong organizational and time management skills with the ability to manage multiple projects simultaneously.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) and other software.
- Ability to work independently and as part of a team.
- Familiarity with Randolph County and the Heart of North Carolina region is a plus.

Special Requirements

Valid North Carolina Driver's License within 60 days of employment.

Physical Requirements

This work requires the routine exertion of up to 50 pounds of force; work regularly requires using hands to finger, handle, or feel; frequently requires sitting and speaking or hearing and occasionally requires standing, walking, reaching with hands and arms, pushing or pulling, lifting and repetitive motions; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas using the spoken word; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data, operating machines, operating motor vehicles or equipment and observing general surroundings and activities; work has no exposure to environmental conditions; work is generally conducted in a moderately noisy location with regular traffic.

Competencies

- **Business Ethics**
Treats people with respect, keeps commitments, inspires the trust of others, works ethically and with integrity, and upholds organizational values.
- **Communications**
Expresses ideas and thoughts verbally; expresses ideas and thoughts in written form; exhibits good listening and comprehension; keeps others adequately informed; selects and uses appropriate communication methods.
- **Customer Service**
Displays courtesy and sensitivity; manages difficult or emotional customer situations; meets commitments; responds promptly to customer needs; solicits customer feedback to improve service.
- **Dependability**
Responds to requests for service and assistance; follows instructions; responds to management direction; takes responsibility for own actions; commits to doing the best job possible; keeps commitments; meets attendance and punctuality guidelines.
- **Initiative**
Volunteers readily undertake self-development activities, seek increased responsibilities, take independent actions and calculated risks, look for and take advantage of opportunities, and ask for help when needed.
- **Job Knowledge**
Displays competency in required job skills and knowledge; exhibits ability to learn and apply new skills; keeps abreast of current developments; requires minimal supervision; displays understanding of how the job relates to others; uses resources effectively.
- **Quality**
Demonstrates accuracy and thoroughness; displays a commitment to excellence; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality.
- **Relationship Building**
Builds rapport up, down, and across the Authority; establishes collaborative relationships to achieve objectives; seeks win-win solutions to conflict; develops a network of professional contacts; displays empathy and tolerates diverse viewpoints.

I have read and understand my job duties and responsibilities outlined in this Position Description. I will complete all tasks assigned to me to the best of my abilities and as directed.

Employee Name (Printed)

Employee Signature

Date

Executive Director (Printed)

Executive Director Signature