



# Sales & Services Coordinator - Visit Rapid City

**Role Classification:** Non-exempt, Full-time

**Directly Reports To:** Director of Sales

**Department:** Sales & Service

**Date Last Updated:** February 2024

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## Role Description Overview

The Sales & Services Coordinator is responsible for supporting in-bound sales strategies to promote Rapid City as a destination of choice for meetings, conventions, group tours, and sporting events, as well as servicing groups while in Rapid City.

## Key Qualifications

The Sales & Services Coordinator embodies a flexible, creative, and entrepreneurial spirit, showcasing a deep-seated passion for the mission, vision, and values of VRC. Demonstrating a capacity for relationship-building and multitasking, the Sales & Services Coordinator excels in establishing and maintaining relationships with visitor industry partners and supporting groups while in Rapid City all while holding a genuine connection to the community and values central to VRC's mission.

## Key Responsibilities

- Sourcing new sales opportunities through inbound lead follow-up.
- Research, identify, create, and manage strategies for servicing efforts, including budget development.
- Support hotel partners through destination services in their effort to promote Rapid City as a destination.
- Work within customer relationship management (CRM) system to track accounts.
- Solicit and coordinate hotel and venue proposals to be presented for planners' consideration to convert sales efforts into bookings.
- Manage preparation of bid presentations and presentations as assigned.
- Support site visits, sales blitzes, and sales missions by itinerary planning and coordinating with vendors and local businesses.
- Manage effective working relationships with industry partners to sustain appropriate destination product knowledge, including educating on VRC's sales strategy, tools, and market-specific programs to secure participation.
- Maintain knowledge of partner properties and services through on-site visits and ongoing communication.
- Represent VRC at selected and targeted industry meetings, trade shows, and attendance

buildings; follow-up on leads generated at these functions.

- Assist with strategic planning and initiatives for sales lead generation and servicing initiatives.
- Follow through on additional responsibilities as assigned.

## Organizational Values Alignment

The Sales & Services Coordinator is expected to exemplify Visit Rapid City's organizational values as follows:

- **Earn Trust** - Do what you say you'll do. Be respectful. Create a safe, inclusive workspace for all.
- **Adapt** - Embrace change. Be willing to pivot. Stay fluid. Stretch. Adjust for success.
- **Be Best-In-Class** - Execute thoughtfully. Hustle. Prioritize to maximize. Grow. Deliver knock-your-socks-off service.
- **Commit To Transparency** - Lead with honesty. Answer questions directly. Share information quickly. Display radical integrity.
- **Embody Passion and Positivity** - Share your passion. Have a ridiculously sunny attitude. Take pride in your work.
- **Communicate The Sh\*t Out Of Everything** - Don't let things fester. Be quick to clarify. Embrace friction. Stay open. Give others the benefit of the doubt.

## Role Requirements

Essential job functions required for this role are as followed:

- Ability to communicate effectively and courteously in a professional manner
- Ability to lift and carry objects up to 50 pounds on occasion
- Ability to lift and carry objects up to 30 pounds frequently
- Ability to stand for extended periods of time
- Ability to sit and squat
- Ability to hear and see
- Ability to stay alert at all times
- Ability to drive a car and hold a valid driver's license
- Ability to be in attendance on a daily basis and to arrive promptly for the start of the work day
- Ability to work flexible hours to adjust schedule to attend evening and weekend events, meetings, and conventions
- Ability to pass a drug test
- Ability to submit to a background/credit check

## **EEO Statement**

Visit Rapid City provides equal employment opportunities to all Team Members and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.