



POSITION: Tourism Sales & Services Coordinator

ORGANIZATION: Union County Tourism (UCT)

CLASSIFICATION: Exempt

REPORTS TO: Tourism Director

GENERAL DESCRIPTION

The Tourism Sales & Services Coordinator economically impacts Union County by coordinating sales and marketing efforts to generate visitation through the leisure, group tour, sports event, meeting, and special event markets.

RESPONSIBILITIES

Tourism Marketing, Sales, and Services

- Assist with the execution of sales strategies outlined in the *Union County Tourism 2020-2025 Destination Strategic Plan*, as well as the annual business plan.
- Coordinate the sales, development, and execution of activities and events associated with the leisure, group tour, sports event, meeting, and special event markets.
- Respond to client inquiries and generate informative leads for hoteliers and tourism partners.
- Attend trade shows, conferences, festivals, and events as directed and follow up on all leads generated.
- Assist with the RFP process for prospective sales opportunities, including bid preparation, submittal, and follow-up.
- Coordinate services for groups, including working with tourism partners, providing welcome bags, step-on tour guides, and other logistical activities.
- Establish and maintain effective working relationships with area businesses, attractions, and the hospitality industry through regular in-person visits and open lines of communication.
- Maintain accurate and detailed records of prospective leads, new business, sales calls, existing client interaction, group servicing activity, and tourism partner communication using the organization's CRM (Customer Relationship Management) software.
- Utilize the CRM and CMS (Content Management System) to make updates to the organization's primary website, UnionCountyOH.com.
- Collaborate with the UCT team to write and distribute monthly and quarterly newsletters, as well as develop sales materials including collateral pieces, sales kits, newsletters, and digital advertising.

UCT Meetings and Events

- Help plan and operate the Dine on a Covered Bridge events, as well as other special events in Union County.
- Work with the director to plan industry-related meetings and workshops.
- Assist with the development of the volunteer database to support committees, events, and market-related activities.

- Attend UCT, Union County Chamber of Commerce, and partnership meetings and functions as a formal representative of the organization.
- Attend community events as needed, to promote Union County.

Administrative/UCT Support

- Submit monthly reports to the director and assist with the development of the annual budget.
- Manage meeting communications and minutes, as well as lend support to the UCT board and planning committees.
- Lead collateral fulfillment efforts and support the organization by performing a variety of administrative duties.
- Work closely with economic development, chamber, and UCT staff members.
- Assist with related duties as assigned. Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

Welcome Center

Support the efforts of Union Station 1820, the organization's visitors center.

REQUIRED QUALIFICATIONS

- Bachelor's degree (BA/BS) or equivalent from a four-year college or university in communications, sales, marketing, hospitality, or related field.
- Professional experience in sales, marketing, special event planning, or related industry.
- Knowledge of marketing, sales, and advertising practices and principles.
- Superior time management, organizational, problem solving, interpersonal, and multitasking skills.
- Possess excellent written and oral communication skills, strong interpersonal skills, and keen attention to detail.
- Strong command of Microsoft Office applications, email marketing software, and general information technology.
- Willingness to work evenings and weekends and travel, as required.
- Valid State of Ohio Driver's License and ability to drive is a requirement.

WORK ENVIRONMENT

This job operates in a professional office environment in Marysville, OH. This is a full-time position, and typical hours of operation are Monday through Friday, 8 a.m. to 5 p.m.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Must be able to lift and/or transport/carry up to 25 lbs.

Interested candidates should send a cover letter, resume, and salary requirements by **5 p.m. on February 14** via email or mail to:

Karen Eylon
 Union County Tourism
 227 E. Fifth St.
 Marysville, OH 43040
 keylon@unioncounty.org