

### **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**

- Responsible for assisting department staff in developing, maintaining and implementing the Program of Work and related budget for Sales Department.
- Responsible for maintaining the departmental budget spreadsheets, tracking of expenses for all departmental activities.
- Responsible for the coordination and planning of industry trade shows, conferences, meetings, and other sales related events, including securing exhibit space, shipping of materials, conference registration, etc. In coordination with the Sports Marketing Department, is also responsible for jointly maintaining the calendar of trade events and needed tradeshow exhibits to ensure the efficient use of CVB resources.
- Responsible for assisting departmental staff in all aspects of the sales function, including attending tradeshow; serving as a step-on guide for motor coach groups; handling group inquiries.
- Responsible for maintaining the Sales Department resources and files within the CVB's CRM database.
- Responsible for compiling sales activity reports.
- Responsible for maintaining a quality relationship with staff, industry partners, sales department clients and general public; effective telephone skills and information gathering techniques.
- Responsible for providing administrative support to departmental managers.

#### **Other Duties**

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

#### **Qualifications and Skills**

- Must possess the ability to portray and project a personal professional image.
- Must possess the ability to exercise initiative, good judgment, and tact when representing the CVB.
- Must possess a valid Florida driver's license. Local travel is required in the performance of regular duties.
- Must possess the ability to effectively communicate through written and verbal means.
- Must possess strong interpersonal skills and have a demonstrated attention to detail.
- An understanding of Panama City Beach's tourism industry is preferred.
- Prior experience with a destination marketing organization is also preferred.

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- Prior experience in hospitality or tourism sales is preferred.
- Must be able to work independently, but also demonstrate the ability to work with others and in teams.
- Must possess the ability to analyze project needs, focus on achievement, manage detail and think creatively.
- Must possess strong interpersonal skills.
- Must be computer literate, including Microsoft Word, Excel, and PowerPoint.