



## **Group Sales Coordinator**

**Updated: October 2019**

### **General Description**

- Proactively supports Visit Sarasota County (VSC) Sales Department Meeting Managers and Director of Sales. Serves as the department's communications hub, ensuring the flow of messages and info within the sales team and externally between fellow VSC colleagues, partners and vendors. Performs general administrative functions and will serve as the key administrator of a sales lead generation and CRM Program for the sales team. Excellent organization skills and customer service with a helpful nature and a helpful nature to keep the sales department running smoothly, enabling the sales team to focus fully on booking business and achieving sales goals is a must. Understanding of Inside sales is a plus.
- This employee reports to the Director of Sales. Because of the small size of the VSC, teamwork is considered essential. This employee is exempt and serves at will.
- **Minimum Qualifications & Skills**
  1. Excellent interpersonal, writing, communication and organizational skills required.
  2. Must be able to obtain a valid Florida Driver's License and reliable transportation.
  3. Ability to lift 35 pounds.
  4. Strong computer skills required, including knowledge and competency in Microsoft.
  5. Office applications and the ability to become proficient in Customer Relationship Management (CRM) Software.
  6. Ability to be available for nights and/or weekends for hosting clients in Sarasota County on occasion.
  7. High school degree required with some college preferred.

8. Ability to quickly learn industry related computer software.
  9. Excellent organizational skills and ability to multi-task is a must.
  10. Ability to Proofread.
- Duties & Responsibilities
    1. Assists Meeting Sales Manager, Leisure Group Sales Manager and Director of Sales.
    2. Generates report for Hotel Committee Meeting and for sales team presentations at community meetings.
    3. Assist with pre and post meeting/convention reporting including economic impact forecasts and reports and pick-up collection.
    4. Assist with sales department tradeshow and event coordination.
    5. Works with sales team to manage co-op sales promotion opportunities for VSC partners.
    6. Serves as sales team's administrator on request for proposals as requested.
    7. Serves as main point of contact for group service requests and follow ups with clients and partners.
    8. Maintains and updates sales department client and client communication databases.
    9. Proficiently utilize Visit Sarasota's Customer Relationship Management (CRM) system, and maintain sales client databases, through data entry, account maintenance, contact updates, member description updates, query updates, distribution list maintenance, etc.
    10. Serves as VSC CRM liaison for sales-related matters.
    11. Serves as brand-sales liaison to help projects flow more smoothly across teams.
    12. Serves as contact for VSC Communications and Content Manager to assist with sales related PR needs.
    13. Assist with the coordination of sales missions, site inspections and familiarization tours and pre/post-convention follow-ups.

14. Creates welcome bags and amenities for VIP business clients.
15. Drafts letters, memos, presentations, collateral and documents as needed.
16. Creates and mails meeting notices, invitations, electronic communications.
17. Distributes electronic communications to partners.
18. Coordinates mailings for sales staff with Sales Coordinator who has Stamp.com access.
19. Helps create itineraries for sales team.
20. Handles monthly mailings for Travel Agent Education Completions.
21. Updates Internal Sales Team Achievements Board monthly.
22. Keeps inventory logs for display and promotional items up to date. Manages check-in/check-out of inventory.
23. Coordinates promotional ordering and collateral printing needs for sales team.
24. Communicates with mail vendor to send out any bulk orders for visitor guides.
25. Assists with special projects as needed.
26. Posts and maintains the VSC LinkedIn page by keeping followers up to date on industry events, VSC accolades, tradeshow and other professional, industry geared news.
27. Generates posts on Pinterest focused on Destination Weddings and Honeymoons in Sarasota County.

**To apply, please send your resume to Andrea Hunt, Director of Finance, at [AHunt@VisitSarasota.org](mailto:AHunt@VisitSarasota.org) with the subject line "Resume: Group Sales Coordinator."**