

VISIT SARASOTA COUNTY
Marketing & Sales Coordinator
Updated: October 2019
Updated: May 3, 2021

General Description

Proactively supports Visit Sarasota County (VSC) Sales and Brand Team. Works independently. Performs general administrative functions and will serve as the day-to-day administrator of the Customer Relationship Management (CRM) Software for sales and brand team needs. Excellent organization and customer service skills with a helpful and proactive nature are a must. Understanding of Inside sales is a plus. This employee is exempt and serves at will.

Reporting and Working Relationship

This employee reports to the Director of Sales. Because of the small size of the VSC, teamwork is essential.

Minimum Qualifications & Skills

- Excellent interpersonal, writing, communication and organizational skills required.
- Must be able to obtain a valid Florida Driver's License and have reliable transportation.
- Ability to lift 35 pounds.
- Strong computer skills required, including knowledge and competency in Microsoft Office applications and the ability to become proficient in Customer Relationship Management (CRM) Software. Must have the ability to quickly learn industry-related computer software.
- Ability to travel out of the area on occasion for overnight trips for up to 5 days and be available for nights and/or weekends as necessary for hosting clients in Sarasota County.
- High school degree required with some college or professional work experience preferred.
- Excellent organizational skills and ability to multi-task is a must.
- Ability to Proofread.

Primary Duties & Responsibilities

- Assists Sales and Brand team staff with administrative tasks and projects.
- Sends weekly Lodging and Relocation leads to VSC partners.
- Generates reports for VSC presentations at community meetings as needed.
- Takes notes at VSC team meetings.
- Assist with pre and post reporting for group business.
- Assist with tradeshow and networking event coordination.
- Works with sales team to manage co-op sales promotion opportunities for VSC partners.
- Assists with Special VSC-led events, projects and promotions.
- Manages group users on the VSC Partner Facebook Page.
- Proficiently utilize Visit Sarasota Customer Relationship Management system, and maintain sales client databases, through data entry, account maintenance, contact updates, member description updates, query updates, distribution list maintenance, etc.

- Assist with set-up and arranging VSC partner networking events.
- Assist with the coordination of sales and brand team missions, site inspections and familiarization tours.
- Creates and delivers welcome bags and amenities for VIP business clients.
- Drafts letters, memos and documents.
- Creates and mails meeting notices, invitations, electronic communications.
- Distributes electronic communications to partners as needed.
- Facilitates mailings.