



**Job Title:** Group Sales Coordinator  
**Reports to:** Director of Sales  
**Department:** Business Development  
**FLSA Status:** Non-Exempt

**Position Summary:**

The Group Sales Coordinator is responsible for planning, coordinating, and administering a variety of support and administrative functions for the group sales department including data management, event support, and administrative support. This role also provides supplemental assistance as needed for key program areas within Explore Asheville. Duties include a variety of administrative support tasks and coordinating projects, providing assistance wherever needed to ensure the departmental and organizational goals are achieved.

**Essential Duties & Responsibilities:**

Data Management

- Responsible for maintaining and updating files and records in the customer relationship management (CRM) database, Simpleview, including inputting data received through external prospecting vendors, sponsorships, trade shows, and sales calls.
- Responsible as point-person for Economic Impact Calculator and all EIC calculations.
- Consult in managing the online content for the meeting, wedding, and other group related pages on [www.ExploreAsheville.com](http://www.ExploreAsheville.com).
- Provide support in the development and compilation of statistical information for required reports and special projects.
- Maintain confidentiality of marketing and sales information, database files, financial statements, Web statistics, and other sensitive data.

Event Support

- Responsible for coordinating logistics and providing support for inbound site inspections, outbound sales trips, and sales presentations/trade shows, and prepare bid books as needed.
- Responsible for coordinating sponsorship benefit fulfillment associated with all agreements entered into by the department.
- Assist in prospecting potential meeting, convention, and group contacts for follow-up by Sales Managers.
- Maintain knowledge of area venues, activities, and other resources relevant to group travel and meeting planning.
- Support the planning and hosting of industry partner events including registration management, event set-up and other responsibilities as needed.

### Administrative Support

- Perform administrative support as directed by the Director of Sales, assist with department phone, copying, office coverage, data entry, word processing, e-mails, etc.
- Assist with assembling and processing of mailings, gift bags, service packets, and other like projects directed at key sales customers and clients.
- Support sales efforts by creating event-specific microsites to help planners promote the event to attendees.
- Ensure office equipment is stocked and functioning properly.
- Provide limited research assistance for specific projects that help staff make informed and accurate decisions.
- Participate in department and all team meetings, planning meetings (i.e., strategic/department/program/work/objectives), and organizational initiatives to support efficiency, effectiveness, and innovation. Elevate/solve issues, support solutions, and support the maintenance of ongoing processes.

### **Other Responsibilities:**

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. There may be times where this position is asked to help other team members with their work, completing tasks outside of this description.

### **Qualifications:**

- Bachelor's degree with a minimum of 2 years of experience in administrative support and operations. Preferred degree in Business Administration, Public Administration, Hospitality, Tourism, Communications, or other related field -OR- any combination of education, coursework, and/or technical training necessary to meet position requirements.
- Event planning and graphic design experience is helpful.
- Preferred experience in Simpleview or similar CRM.
- Appreciation for Buncombe County's tourism community.
- Must be able to use sound judgment and discretion.
- Well-organized, self-motivated, and comfortable in a fast-paced environment.
- Proficiency in Microsoft Office Suite.
- High attention to detail.

### **Physical Environment & Working Conditions:**

The work environment and physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work involves working alone on the computer, collaborating as part of a team, or working closely with others by computer or over the phone.
- Most work tasks are performed indoors.
- Must be able to sit or stand at a desk for up to 7.5 hours per day.
- Requires grasping, writing, being mobile, repetitive motions, listening and hearing ability and visual acuity.
- Attendance of outside work functions after hours are required.
- Position is expected to spend time in the community on a regular basis.

**Travel:**

Some local travel, generally within Buncombe County, is required, but not extensive. Must have a valid driver's license, current automobile insurance and own or have access to an automobile when needed.

**EEO Statement:**

Explore Asheville provides equal employment opportunities to all employees 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 applicable 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.

Explore Asheville strives to be an inclusive and equitable organization. We are actively seeking a diverse pool of candidates from a variety of abilities, backgrounds, and cultures.

**About Explore Asheville:**

The Buncombe County Tourism Development Authority (BCTDA) oversees the work of the Explore Asheville Convention & Visitors Bureau, which develops and carries out advertising, marketing, public relations, and group sales plans to inspire leisure and business travelers to visit Asheville and Buncombe County. In 2021, the BCTDA adopted strategic imperatives that are informing and guiding the direction of Explore Asheville's program of work and community investments going forward. These strategic imperatives include:

- Deliver balanced recovery and sustainable growth
- Encourage safe and responsible travel
- Engage and invite more diverse audiences
- Promote and support Asheville's creative Spirit

In addition, the Explore Asheville staff has adopted and embraced the following core values:

- Innovate & Evolve – We seek out new ideas and are open to change.
- Leadership & Collaboration – We focus on the truly important priorities to make the most positive impact.
- Equity & Empathy – We respect and embrace differences recognizing real progress requires inclusion.

**What we offer:**

Explore Asheville offers a competitive benefits package that includes a Paid Time Off program with 18 days to start, 11 annual paid office holidays, employer-subsidized medical insurance, employer-provided dental, life, STD and LTD insurance, plus 401k with a company match, and employee wellness benefits.

**Starting Salary: \$43,000**