

JOB TITLE: Sales & Services Specialist

REPORTS TO: Vice President of Sales

DEPARTMENT: Explore Asheville Convention & Visitors Bureau

PAY STATUS: Non-Exempt

PRIMARY FUNCTION:

Plans, coordinates and administers a variety of support and administrative functions for the Group Sales and Services department. This position also provides supplemental administrative assistance as needed for key program areas within the Explore Asheville Convention & Visitors Bureau (Explore Asheville). While there may be projects and tasks assigned that are not specifically addressed in this description, the assigned work will be administrative support in nature. Performance is measured through established goals.

JOB DESCRIPTION/RESPONSIBILITIES:

- Maintains and updates files and records in the department's customer relationship management (CRM) database.
- Inputs data in the CRM received through external prospecting vendors, sponsorships, trade shows and sales calls.
- Coordinates logistics and provides servicing support for inbound motorcoach and international familiarization trips, outbound sales trips, sales presentations/trade shows and prepares bid books as needed.
- Coordinates sponsorship benefit fulfillment associated with all agreements entered into by the department.
- Assists with departmental email program using the department's email platform.
- Responds to servicing requests for inbound wedding, motorcoach and meetings groups booked directly through hotel partners (not sourced by Explore Asheville) and supports convention services with deliveries, welcome gift preparation and set-up/tear-down of visitor information tables.
- Performs routine administrative support and coverage for the Explore Asheville departments: phones, copying, office coverage, word processing, e-mails, etc.
- Processes and compiles statistical information for required reports and special projects including but not limited to internal sales dashboards, other key performance indicator measurements, etc.
- Prospects potential meeting, convention and group contacts for follow-up by Sales Managers (25 per month).
- Responsible for follow-up surveys to all group clients and distributing the information received to Sales Managers for future follow-up.
- Provides research assistance for specific projects that help staff make informed and accurate decisions.
- Department point-person for Economic Impact Calculator.
- Acts as the department's budget point person.

- Maintains knowledge of area venues, activities and other resources relevant to group travel and meeting planning.
- Processes routine matters independently, disposing of some personally and/or referring others to the appropriate personnel.
- Answer phones for Explore Asheville in conjunction with other coordinators and assistants.
- Performs other administrative functions as directed, including assisting in logistics of Explore Asheville wide events.

JOB KNOWLEDGE / SKILLS / ABILITIES:

- Conscientious with demonstrable attention to detail
- Event planning experience
- Professional and friendly demeanor
- Collaborative team player
- Organized and able to manage multiple projects and deadlines
- Excellent communicator with strong writing ability and proofreading skills
- Proficient with Microsoft Office and other related software, central phone system and basic office equipment
- Able to clearly follow oral and written instructions
- Effectively builds relationships with colleagues and industry partners
- Database proficiency
- Graphic design experience a plus

EXPERIENCE AND TRAINING:

Prior work experience of at least one year in an administrative position, which included keyboard and computer operations, would be preferred for this position. Previous event planning experience is preferred. This position requires proficiency with Microsoft Office applications, specifically Excel, Word and PowerPoint and some knowledge of mail merge is required. Six months in the position would be necessary to become proficient in most phases of the job.

EDUCATION OR EQUIVALENT:

Bachelor's degree in hospitality, tourism, or communications preferred with computer operations courses or an equivalent combination of education, related experience and training.

CONTACT WITH OTHERS:

Ongoing contacts include Explore Asheville staff and leadership. Additional contacts include tourism industry partners and the public at large. All contacts are for the purpose of exchanging or providing information and require tact, courtesy and professional decorum.

CONFIDENTIAL DATA:

Has access to inter-departmental memos, database files and other Explore Asheville-related information, all of which is considered confidential.

RESPONSIBILITY FOR ACCURACY:

Computer entries and correspondence must be accurate and well maintained. Attention to detail is imperative.

MENTAL/VISUAL/PHYSICAL EFFORT:

The degree of concentration varies from slight to intense based on the work being performed. Position is subject to frequent interruptions, which require varied responses. While performing duties of this job, the incumbent is routinely required to be mobile, sit, reach with hands and arms, talk and hear. Subject to occasional lifting and carrying of supplies. This position requires visual acuity, manual dexterity and good eye/hand/foot coordination, and the ability to lift 35 pounds.

RESOURCEFULNESS & INITIATIVE:

Selected candidate must be able to follow well-defined policies and procedures. Initiative and resourcefulness are required to accurately complete job assignments in a timely fashion. Access to reliable transportation is required.

ENVIRONMENT:

Work performed in a modern office environment utilizing a cubicle format. A background check and drug testing is required as a condition of employment.

ADDITIONAL REQUIREMENTS:

- Personal vehicle and valid driver's license
- Occasional travel out-of-town
- Occasional weekend set-up/tear-down of visitor information tables
- Ability to lift 35 pounds

Deadline is 5:00 p.m. on Monday, January 14, 2019.

Send an email with an attached resume, cover letter and salary requirements/history with subject line "Sales and Service Coordinator" to gcox@exploreasheville.com. No phone calls or drop-ins.