

JOB TITLE: Sales & Services Specialist

REPORTS TO: Vice President of Sales

DEPARTMENT: Explore Asheville Convention & Visitors Bureau

SALARY: \$37,000

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 (CVB). 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.
- Coordinates details associated with the 48-Hour Meeting Planning Experiences, inbound site visits, and outbound client events for the department.
- Initiates and oversees a process that encourages attraction/restaurant partners interested in hosting meeting planners to sign-up/provide services for upcoming 48-Hour Meeting Planning Experiences and other similar events.
- Acts as the department's AAA contact and oversees/executes the semi-annual online AAA destination trainings and inbound AAA familiarization trips.
- Provides exceptional customer service to meeting and event planners representing groups of 10-225 cumulative rooms who sourced the RFP through the Group Sales department.
- Helps manage the online content for the meeting, wedding and other group related pages on www.ExploreAsheville.com.
- Assists with departmental emailing's using *Distribion*, the Group Sales email platform.
- Performs administrative support for Vice President of Sales, assists with department phone, copying, office coverage, word processing, e-mails, etc.
- Assists with assembling and processing of mailings, gift bags, service packets, and other like projects directed at key sales and service customers and clients.
- Processes and compiles statistical information for required reports and special projects.
- Coordinates office supply orders and charges departments using applicable account codes. Ensures office equipment is stocked and functioning properly.
- Performs other administrative functions as directed, including assisting with logistics of CVB wide events.
- Provides limited research assistance for specific projects that help staff make informed and accurate decisions.

- Processes routine matters independently, disposing of some personally and/or referring others to the appropriate personnel.

JOB KNOWLEDGE / SKILLS / ABILITIES:

- 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

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 also preferred. This position requires proficiency with Microsoft Office applications, specifically Excel, Word and PowerPoint and some knowledge of mail merge. Prior hospitality industry experience/training a plus. 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 CVB 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 CVB-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. A valid driver's license and access to reliable transportation is required.

ENVIRONMENT:

Works in a modern office environment. A background check and drug screening are required as a condition of employment.

Send your resume and a cover letter via email with the subject line "Sales and Services Specialist" to gcox@exploreasheville.com.

No phone calls or drop-ins.