

Marketing and Sales Coordinator

Augusta Convention and Visitors Bureau, Inc.

Current: November 2018

Team Scope

The Marketing and Sales Coordinator is a member of the marketing and sales team. These teams:

- support the organization's mission with communications tools and strategies that position Augusta as a desirable visitor destination
- collaborate to develop and execute integrated marketing communications and public relations strategies
- facilitate positive media coverage for the destination
- cultivate positive relationships for the CVB with stakeholders such as government, industry partners and local media
- inform and educate the public about the economic benefits of tourism and the programs of the CVB
- develop sales strategies and measure results against goals
- provide services to groups considering Augusta or already confirmed in Augusta; i.e., serve as a city-wide concierge

Marketing and Sales team members include:

1. VP of Marketing
2. Marketing Manager
3. Digital Marketing Manager
4. Sales Managers
5. Marketing and Sales Coordinator

Nature and Scope of Position

The Marketing and Sales Coordinator is responsible for providing support to the Marketing and Sales team to include CRM maintenance, group servicing assistance, project organization and tracking, and other duties as assigned.

Essential Duties

- CRM Maintenance- manage Marketing, Inventory, Meeting Sales, Sports Sales, and Member/Partner industry contacts. *Note: Community Engagement Manager maintains corporate communications contacts in the CRM
- Assist the Marketing and Sales team with CVB Board, quarterly, annual, and co-op reporting support
- Serve as liaison between Marketing and Sales for sales marketing support
- Manage group servicing as assigned by Sales & Servicing leadership, to include welcome packets, meeting planner logistical support, etc.
- Manage traces for the Sales & Servicing team
- Assist Marketing and Sales teams with project management to ensure deadlines and timelines are met
- Provide editing support to both the Marketing and Sales teams
- Assist Sales team with tradeshow registrations and shipping of support materials
- Schedule meetings and conference calls for Marketing and Sales teams as needed
- Develop and send Critique/Customer Service Surveys

Knowledge, Abilities and Skills

- Strong project management skills
- Long-range planning skills
- Knowledge of local attractions, activities and contacts
- Capable of working on new projects with limited guidance
- Ability to work both independently or collaboratively, depending upon nature of project
- Computer skills: Thorough familiarity with Microsoft Office, email, and industry specific customer relationship management software

Helpful traits

- Flexibility
- Patience and diplomacy
- Organized
- Enthusiasm, positive attitude about community

Work settings and physical requirements

- Traditional office environment
- May require occasional lifting of materials weighing up to 40 pounds
- Local and regional driving (valid drivers license and clean record)
- Ability to stand for long periods of time as required at tradeshow
- Occasional weekend and evening assignments

Requirements

- Communications, marketing, business administration or related degree
- 1-2 years business development and/or marketing experience; corporate administrative support experience
- Enthusiastic attitude

By December 14th, please submit your **cover letter** and **resume** to: lindsay@visitaugusta.com