



JOB ANNOUNCEMENT

MARKETING AND EVENTS COORDINATOR

The person in this position may be responsible for developing and implementing marketing efforts as it relates to events and the development and coordination of events and marketing materials. Establishes and maintains relationships with local hospitality partners. Primary duty is obtaining orders or contracts from non-local customers for use of the Conference Center facility and groups or organizations soliciting group hotel rates with local hoteliers. Maintains a working knowledge of Metro Atlanta facilities, attractions and services available to client. Acts as a liaison between these entities and client, negotiating with suppliers on behalf of the client to win the business for Douglasville. Makes presentations and prepares bid packets to organizations as well as soliciting clients by phone, letter, direct mail, e-mail, & in-person sales calls. Follows with leads to hotels providing information regarding groups' history and current data (dates, number of rooms, attendance, and meeting specs). Develop itineraries, packages and more for both individual leisure travelers and groups and develop appropriate sales tools to enhance production. Customize events for groups as requested. Create presentations to display and communicate ideas, offerings, options, booth design ideas, booth messaging, event messaging etc. for trade shows and large events. Develops techniques that maximize revenue while maintaining existing customer contacts. Responsible for generating new leads and setting goals. Oversees and organizes promotional materials and assemble information packages for promotions. Plans Conference Center signature events each year. Address customer inquiries regarding property facilities, room rates and services. Conducts site inspections and property tours with potential customers. Prepares proposals, contracts, reports and banquet event orders throughout the sales process. Serves as the point of contact for customers. Communicates with customers by phone and email to address questions and concerns. Coordinates with onsite catering team on upcoming events. Oversees upcoming events with Conference Center staff. Promotes awareness of Conference Center at expos, tradeshow and bridal shows. Performs general office duties to support Conference Center staff. Performs other related duties as required.

Minimum Education and Experience: Requires a Bachelor's degree in Communications, Public Relations, Marketing or any related field; and five (5) years of experience.

Salary Grade: PG 63; \$38,438

Status: Exempt

Resumes and letters of interest are being accepted by the Human Resources Department at <https://douglasvillega.applicantstack.com/x/openings> or in person at Douglasville City Hall, 6695 Church Street, Douglasville, GA 30134

Application deadline is Friday, March 1st at 5:00 p.m.