



# SALES MARKETING COORDINATOR

**REPORTS TO:** EXECUTIVE VICE PRESIDENT OF MARKETING & PROGRAMS

**DEPARTMENT:** MARKETING

## GENERAL DESCRIPTION

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The Sales Marketing Coordinator will support Cobb Travel & Tourism's (CT&T) group and sports sales functions for the CT&T marketing department. This position will play an important role in aligning CT&T's marketing and sales endeavors. Responsibilities include developing engaging content, ensuring seamless collaboration within the team, creating new marketing materials and watching market trends for new implementation tactics. Additionally, this role will support a range of marketing department operations.

## SPECIFIC DUTIES

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- Act as a bridge between CT&T's marketing and sales teams, ensuring team members are on the same page.
- Craft and deliver brand-standard marketing materials that entice audiences and support the sales team's endeavors.
- Keep an eye on the competition, identifying new strategies to keep CT&T ahead of the curve.
- Assist the sales team with project management, ensuring all marketing timelines and deadlines are met.
- Utilize CRM system for effective sales marketing support.
- Collaborate with the sales team on proposal and bid development, showcasing the unique offerings of Cobb County.
- Manage event services marketing and develop strategies to elevate CT&T's event services program.
- Develop and deliver CT&T's website content dedicated to marketing all sales efforts, ensuring a compelling online presence.
- Handle all signage and swag requests, making sure CT&T stands out in crowded markets.
- Collaborate with the Director of Digital Marketing & Design on all sales and event services design requests.
- Dive deep into understanding CT&T's services, becoming the go-to person to effectively communicate their value.
- Provide product training to sales team members, enhancing their knowledge and capabilities.
- Perform website updates through the WordPress CMS system as needed, ensuring CT&T's online space is always fresh.
- Conduct monthly website audits, identifying areas for an improved user experience.
- Develop monthly sales marketing reports, highlighting insights and showcasing key achievements.
- Assist in coordinating special events and promotions, adding an extra spark to CT&T's marketing initiatives.

## OTHER TASKS

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- Be a CT&T Ambassador, promoting tourism and CT&T's economic impact and activities.
- Provide assistance in achieving CT&T goals and the strategic plan.
- Be a versatile contributor to CT&T, taking on other duties, functions, special projects, and responsibilities as assigned by the Executive Vice President of Marketing & Programs or the President & CEO.

## MINIMUM QUALIFICATIONS

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- College degree in marketing, public relations, communications, or related field required.
- Marketing background and expertise.
- Creative, results-oriented, driven professional who works well independently or in a team.
- Demonstrates foundational writing ability and intimate knowledge of social media platforms.
- Must be proficient in the use of Facebook, Twitter, Instagram, You Tube, Canva, Mailchimp, Microsoft Word and Microsoft Excel.
- Basic understanding of the budgetary process.
- Experience with Adobe Creative Suite.
- Self-starter with strong organizational skills.

- Ability to maintain a flexible schedule.
- Attention to detail.
- Ability to communicate effectively, verbally and written, with a wide variety of people.
- Excellent telephone etiquette and skills.
- Ability to respond positively to negative feedback.
- Ability to manage multiple priorities and meet deadlines.
- Excellent problem-solving skills.
- Ability to work and concentrate on the tasks at hand in various work environments.

The job and budget responsibilities as presented here may change from time to time as situations warrant. Should additional duties be identified for this position, the direction of the Chief Executive Officer will be utilized. Review and modification to this position will be at the discretion of the Executive Vice President of Marketing & Programs and/or the President & CEO.

## **GET TO KNOW US**

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A catalyst for tourism and placemaking, Cobb Travel & Tourism (CT&T) is an economic driver that plays a crucial role in shaping our community. We promote Cobb County as a premier tourism destination. In other words, CT&T is Cobb's expert adventure guide. By connecting with partners at all levels, we tell the story of why Cobb County is Atlanta's sweet spot. The team's passion, enthusiasm, and expertise help establish Cobb as a preferred location for conventions, trade shows, meetings, sports, and leisure travel. Basically, we are a united team on a mission – unstoppable, unbreakable, and unrivaled.

## **WHAT'S IN IT FOR YOU**

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Benefits of working at Cobb Travel & Tourism go beyond our comprehensive benefits package. Being a team member at CT&T means you'll enjoy a culture that is open to creativity and innovation. Additionally, we strive to help each person grow both professionally and personally. We are a small team that highly values each other's skills, interests, and wellbeing. We work hard to create a culture of inclusivity and care, and we believe that if each team member is thriving, then our organization and community will achieve a greater level of success.

Our benefits package includes (but is not limited to):

- Company paid employee only Medical, Dental, Long-term Disability, Short-term Disability, and Life Insurance
- 401 (K) retirement plans, with matching contributions
- Employee paid Vision insurance and Medical and Dental insurance for dependents
- HSA, FSA, and Dependent Care FSA plans
- Generous paid time off
- Professional Development Opportunities
- Hybrid Work Environment

## **HOW TO APPLY**

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Please apply for this position by sending your resume to [myteam@goHRP.com](mailto:myteam@goHRP.com).