



To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

Meeting & Group Sales Coordinator (Part Time)

Department: Economic Development (Visit Woodstock, GA)

Pay Grade: 110

FLSA Status: Non-Exempt

JOB SUMMARY

The primary responsibility of this position is to organize, coordinate and direct the operations and programs required for servicing meetings, conventions/trade shows, reunions, customer visits and FAM trips. To develop a business relationship with meeting and event planners as well as local hotels and service providers to address the requirements of both sides in order to capture the business.

The position also provides support for the marketing, advertising, and branding operations for Visit Woodstock, GA and the City of Woodstock; executes marketing plans; coordinates related activities and events; and assists in maintaining a marketing presence inside and outside the community.

ESSENTIAL JOB FUNCTIONS

- Organizes and conducts site visits of Woodstock area facilities for meeting planners.
- Conducts in-person or virtual site visits with planners considering travel to Woodstock. These activities may include site inspection, setting the itinerary with participating venues, facilities and/or hotels.
- Establishes contact with convention, meeting and sports planners who are scheduled to bring groups into the area and to offer them destination services.
- Attends all internal and external meetings as required.
- Maintains a well-informed working knowledge and relationships with personnel of all hotels, attractions, and services, both public and private, available in the area.
- Provides input into strategies that would improve departmental productivity including creation of a CRM for lead management.
- Assists in implementing marketing and advertising campaigns for the City.
- Assists with online marketing strategies; coordinates information gathered and posted on various websites and social media platforms, and email marketing campaigns.
- Conducts prospect research; gathers marketing data; and analyzes forecasts.

- Researches and reports on potential strategic relationships.
- Attends related events, trade shows, and conventions; assists in making arrangements; coordinates with third party event vendors; and analyzes feedback.
- Coordinates related travel plans as requested.
- Provides routine clerical and administrative work in answering phones, receiving the public, providing customer assistance, cashiering, data processing, and bookkeeping.
- Receives the public and answers questions of citizens and others as well as refers, when necessary, to appropriate persons.
- Composes, types, and edits a variety of correspondence, reports, memoranda, and other material requiring judgment as to content, accuracy, and completeness.
- Arranges photo sessions; runs errands as needed.
- Assists with visitor center operations and exhibits.
- Attends community events as requested; represents the City/CVB at various meetings.
- Performs other duties as assigned.

MINIMUM QUALIFICATIONS

Education and Experience:

Requires four-year degree from an accredited college or university or minimum of 2 years administrative or sales experience in a hotel or hospitality organization; or equivalent combination of education and experience.

Licenses or Certifications:

Requires a State of Georgia driver's license.

Special Requirements:

Knowledge, Skills, and Abilities:

- Must be able to prioritize, work on multiple projects at one time and meet due dates.
- Must be comfortable working with multiple supervisors at one time with varying management styles and maintain effective communications to complete projects and assigned tasks.
- Knowledge of hospitality sales methods.
- Knowledge of customer relationship management (CRM) software or systems.
- Knowledge of marketing and advertising concepts, principles, and methods.
- Knowledge of project management.
- Knowledge of modern office technology.
- Skill in communicating, both verbally and in writing.
- Skill in operating computers and job-related software.
- Ability to establish and maintain positive working relationships with City staff and management, elected officials, and outside vendors.
- Ability to conduct research, create reports, and make presentations.
- Ability to monitor marketing analytics.

PHYSICAL DEMANDS

The work is medium work and requires exerting up to 50 pounds of force occasionally, up to 30 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects. Additionally, the following physical abilities are required: balancing, climbing, crawling, crouching, feeling, manual dexterity, grasping, handling, hearing, kneeling, lifting, mental acuity, pulling, pushing, reaching, repetitive motion, speaking, standing, stooping, talking, visual acuity, and walking.

WORK ENVIRONMENT

The work environment is mainly an office setting.

City of Woodstock, GA has the right to revise this job description at any time. This description does not represent in any way a contract of employment.

CONTACT INFO

Brian Stockton, CEO, Visit Woodstock GA
770-592-6056
visit@visitwoodstockga.com