



Position: **SALES AND MARKETING COORDINATOR**

Reports to: EXECUTIVE DIRECTOR

GENERAL DESCRIPTION:

The Sales and Marketing Coordinator will provide marketing and sales support to the Executive Director of the Peachtree City CVB. This position will market Peachtree City as a destination for meetings, conventions and conferences as well as leisure travel with specific emphasis placed on association, fraternal, religious and sporting related events. The primary areas of responsibility for this position are sales, prospecting for leads, follow-up on leads, booking conventions and corporate business and developing new approaches and strategy for attracting new and return meetings, motor coach and group business, through marketing and promotion of the area as a visitors' destination. Secondary duties include assisting in development of an annual marketing plan, assisting with creative development of collateral materials, and coordination of site visits and familiarization tours. Also included are research, development and copy writing for organization's print collateral, updates on websites and social media.

DUTIES AND RESPONSIBILITIES:

Produce sales leads and convert leads into bookings
Prospecting/cold calling
Initiate RFP's as needed
Prepare and present bid presentations
Coordinate FAM tours and site inspections
Submit detailed monthly sales report
Maintain membership in professional associations and attend monthly meetings
Attend CVB monthly Board Meetings and Hotel Meetings
Attend trade shows as required
Maintain relations with hotels, Director of Sales, optional meeting sites and all services related to industries
Work with Sports Associations to coordinate tournaments
Gathers and verifies information for organization's publications, newsletters, forms, website, brochures, flyers and other related written material
Provide input and assistance to Executive Director on copy writing, design, layout and production of promotional materials and target marketing
Manages and updates social media sites daily
Manages and updates Visitpeachtreecity.com

Maintains and updates database of group travel and tour operators, travel writers, meeting planners, media, etc.

Write press releases that draw positive attention to Peachtree City as a tourism destination

Maintain calendar for all visitor-friendly events within county

Attends meetings as assigned

Assists with press packets

Perform other CVB related duties as assigned

SKILLS AND ABILITIES:

Goal oriented

Excellent presentation skills

Knowledge of local attractions, activities and contacts

Computer skills: Microsoft Office, Photoshop Creative Suites, Microsoft Publisher or similar programs.

Experience with social media: Facebook, Twitter, YouTube and Constant Contact newsletter software

Ability to work both independently or collaboratively, depending upon nature of project.

Ability to work under pressure dictated by event schedules and project timetables

HELPFUL TRAITS:

Flexibility

Well organized

Enthusiasm, positive attitude about community

WORK SETTINGS AND PHYSICAL REQUIREMENTS:

Basic office environment

May require occasional lifting of materials weighing up to 30 pounds

Local and regional driving

Occasional weekend and evening assignments

EDUCATION AND EXPERIENCE:

Bachelors Degree in Marketing or Tourism related field or an Associate's degree in related field with two to four years relevant experience

Combination of education and experience will be evaluated