



DIRECTOR OF EVENT SERVICES

REPORTS TO: Senior Director of Tradeshow Sales & Services
DEPARTMENT: Group/Partner Sales & Services

GENERAL DESCRIPTION

This position is responsible for being the direct point of contact for meeting and convention clients, providing destination services, and conducting planning visits for upcoming confirmed meetings and conventions. This position is critical to curate the best "Cobb" experience to ultimately drive repeat business and additional referrals to our partners and to the destination. This position differentiates our destination to stand out from all other locations where the groups have recently met.

SPECIFIC DUTIES

- Provide services for convention, tradeshow, professional and group business while acting as a liaison between our CT&T partners and meeting planners to provide an enhanced destination experience.
- Create the best "Cobb" experience for clients.
- Drive distinctive connections, custom experiences and ensure a deep understanding of what would be unique and impactful enhancements for groups.
- Translate needs and maintain thorough information and data in CRM database and through internal and external communication.
- Coordinate with CT&T marketing team for event exposure.
- Organize and conduct specialized planning visits to include welcoming and escorting meeting planners in advance of their event.
- Maintain a consistent presence and exclusive touchpoints with key contacts when groups are onsite.
- Represent CT&T at client and partner-sponsored events.
- Maintain in-depth knowledge of venues, hotels, and attractions, as well as community and destination information.
- Establish and enhance department policies and procedures designed to impact groups, elevate experiences, and ensure complete group information for the community.
- Communicate and connect with CT&T partners to educate them about the value and importance of CT&T's conventions and meetings industry and how to communicate their services to meeting planners.
- Oversee and effectively manage the Sales and Services Coordinator position, as well as all administration, reporting and financial areas related to Destination Experience activities.
- Review best practices of other CVBs/DMOs to ensure CT&T is delivering comparable and exemplary services.

OTHER TASKS

- Provide gold-standard, professional level customer service to all clients in a way that represents the CT&T brand.
- Attend various evening events and work occasional weekends, if required.
- Work with marketing team to execute marketing efforts related to job responsibilities.
- Provide support to achieving CT&T goals.
- Such other duties, functions, special projects, and responsibilities as assigned by the President & CEO, Senior Director of Tradeshow Sales & Services or VP of Group & Partner Sales.

MINIMUM QUALIFICATIONS

- Five+ years of customer service and/or convention services experience in a hotel, DMO, convention and meeting venue, or DMO is required.
- Exceptional customer service skills and positive attitude.
- Ability to manage and track many details and follow quality control best practices.
- Self-motivated, willing to learn and create new processes, and comfortable with direction while also being self-managed.

- Ability to work and make decisions proactively, take initiative, prioritize, plan ahead, and meet deadlines.
- Strong skillset in MS Office programs. CRM and database management experience is helpful.
- Excellent communication skills, written and oral, as well as effective presentation skills.
- Highly collaborative.
- Able to identify and effectively deal with conflict.
- Excellent problem-solving skills.
- Flexible, able to adjust and adapt to changing conditions and circumstances.
- Ability to work and concentrate on the tasks at hand in various work environments.
- Position will require occasional weekends, early morning and evening hours based on client's schedule and needs.
- Occasional travel.

The job responsibilities as presented here may change from time to time as situations warrant. Should additional duties be identified for this position, the direction of Senior Director of Tradeshow Sales & Services will be utilized. Review and modification to this position will be at the sole discretion of the President & CEO.

GET TO KNOW US

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

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

Please apply for this position by sending your resume to operations@travelcobb.org.