



GROUP SALES COORDINATOR

REPORTS TO: VICE PRESIDENT OF GROUP SALES
DEPARTMENT: GROUP SALES
FLSA STATUS: EXEMPT

GENERAL DESCRIPTION

The Sales Coordinator is responsible for marketing Cobb County as a preferred destination for meetings by generating leads resulting in sales of the hotel and event facilities in Cobb County. The primary focus for this role is securing meetings and events requiring 25 or less peak-night hotel rooms and/or meeting space for the corporate segment. Another key role of the Sales Coordinator is utilizing multiple sales tools to support the group sales department by researching, analyzing and cultivating the best business opportunities for Cobb County.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Achieve annual sales goals.
- Identify, qualify and pursue new prospective business requiring 25 rooms or less on peak.
- Coordinate available facility space and corresponding hotel rooms at the request of the client.
- Facilitate and serve as a liaison between hotels, meeting planners and industry stakeholders.
- Communicate effectively with clients and stakeholders, providing timely status updates.
- Prepare formal written proposals.
- Thoroughly research and analyze potential markets utilizing multiple sales tools - Cvent, Expedia, STR, Knowland and others. Capitalize on data mining to develop target market segments and accounts for the group sales team to focus prospecting efforts.
- Continuously learn and utilize new sales tools for prospecting.
- Share trends found in data analysis in weekly sales meetings.
- Coordinate marketing materials for the group sales team to utilize in client and community outreach.
- Active participation in assigned professional organizations.
- Support the Group Sales department and Cobb Travel & Tourism in special projects as assigned.

REQUIRED SKILLS

- Self-starter; Strong initiative; Excellent organizational skills.
- Excellent problem-solving skills.
- Focused concentration to complete the tasks at hand in various work environments.
- Balances multiple priorities to effectively meet deadlines.
- Communicates effectively, both verbally and in writing.
- Excellent attention to detail.
- Works effectively in cross-functional teams.
- Focused on continuous growth – seeks and accepts feedback, engages in opportunities to improve.
- Proficient skill with computer programs including Microsoft Word, Excel, PowerPoint, Outlook, CRM and other sales software programs.

MINIMUM QUALIFICATIONS

- College degree in marketing, tourism, business administration, management, or related field.
- Minimum 1 years' experience with sales prospecting; research is required for this role.

The job requirements and 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 Vice President of Group Sales and/or Chief Executive Officer will be utilized. Review and modification to this position will be at the sole discretion of the Chief Executive Officer.

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.

Cobb Travel & Tourism provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

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.