



## SALES ASSISTANT

**REPORTS TO:** SENIOR VICE PRESIDENT, SALES

**DEPARTMENT:** SALES

### GENERAL DESCRIPTION

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The Columbus Georgia Convention & Visitors Bureau - VisitColumbusGA - is currently hiring a sales assistant. The ideal candidate will possess a high level of energy, enthusiasm, and creativity. Additionally, the candidate should be able to think on their feet, be resourceful and have the ability to switch tasks throughout the day. The Sales Assistant duties include: servicing committed business, assisting the sales staff, and producing reports and other documentation that assists the department in reaching annual goals.

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### SPECIFIC DUTIES

Coordinate and execute the daily and program operations of the sales department that includes but not limited to:

- Generating monthly sales reports.
- Ability to quickly learn and use CRM (Client Relationship Management) System to make and update reservations, input sales leads and contacts, customer management, and make recommendations for new processes and/or system improvements.
- Point person for management, maintenance, oversight and updating CRM database.
- Managing proposals and bid development.
- Assist in the follow-up from trade shows.
- Administratively support the Sales Department.
- Tracking ROI (Return on Investment) by keeping performance measure data up to date, and maintaining tracking and measuring survey.
- Attend monthly meetings, as required.
- Track and enter events into the CRM System.
- Implement convention services by creating an exceptional guest experience for clients as well as assisting the Columbus Sports Council. Support the sales team with service after the sale.
- Assist with event preparations, including deliveries to area hotels and venues.
- Assist with event staffing, as needed.
- Prospect development via databases, industry publications, tradeshow leads, internet sites and other sources.
- Gather event history on potential meetings under consideration.
- Maintain and update VisitColumbusGA hotel/meeting guide.
- Become knowledgeable with the Columbus hospitality community including all area attractions, hotels and restaurants.
- Contribute information for VisitColumbusGA social media efforts across all platforms.
- Assist in the coordination and support of site visits, FAM (Familiarization) tours, Client Receptions, Workshops, and client hospitality events.
- Act as a step-on guide for tours, work information booths, and maintain the Show Your Badge Discount Program.
- Maintain and update databases for group travel, meeting planners, and SMERF (Social, Military, Education, Religious, and Fraternal) Market.
- Other projects and duties, as assigned.

## MINIMUM QUALIFICATIONS

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- Bachelor's degree preferred.
- Experience in the hospitality/tourism industry desired. Ideal candidate will have a passion for customer service and a positive attitude.
- Ability to manage and track 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.
- Demonstrated knowledge or a willingness to learn the Tourism Industry and/or Group Sales, its vocabulary, and its unique set of sales and marketing needs.
- Strong skill set in MS Office programs. CRM and database management experience is helpful, but not required.
- Problem solver.
- Excellent communication skills, written and oral.
- Highly collaborative.
- Existing experience as a coordinator in a sales environment that focuses on developing client relationships is helpful.
- Ideal Candidate is looking to grow within the organization and tourism.
- Ability to lift 25 lbs.

## Benefits

Competitive Medical and dental insurance coverage

Retirement Plan with employer contribution

Personal time off and paid holidays

Personal development as approved by Senior Vice President, Sales and the President & CEO

Professional memberships as approved by the Senior Vice President, Sales and the President & CEO

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 President & CEO will be utilized. Review and modification to this position will be at the sole discretion of the Senior Vice President, Sales and the President & CEO.

## To Apply

Those interested in applying should send a resume to [lolvera@visitcolumbusga.com](mailto:lolvera@visitcolumbusga.com) no later than 12 noon EST on Friday, July 12, 2019.