

# HALIFAX AREA ADVERTISING AUTHORITY

## JOB DESCRIPTION

**Job Title:** Sales Coordinator  
**Department:** Group Sales  
**Reports to:** Director of Group Sales

**Job Description:** The Sales Coordinator provides internal support to the Director, Sales Managers, and Convention Services Coordinator in the development of successful, measurable programs for meetings, sports, and travel trade. The position also acts as a back up to Convention Services Coordinator.

### **Areas of primary responsibility and focus:**

- Provide administrative support to all sales managers and sales director
- Maintain all invoicing and overall budget tracking and reporting
- Assist with expense reports, mileage and credit card billing for all departmental staff
- Process promotional rebate and hotel grant applications
- Coordinate the department's group calendar and travel/promotional schedule
- Oversee all show registrations including the preparation and shipment of materials and the receipt/distribution of show databases
- Distribute fair share opportunities and invoicing (with tracking) to industry partners
- Assist director and sales team with Marketing department for mailer/email to potential attendees
- Oversee all aspects of Simpleview, including data entry, analytics and reporting
- Collect and track proposals
- Maintain updated incentive program in the Cvent program
- Prepare for Meetings, Tour & Travel and Sports committee meetings
- Prepare agenda and distribute meeting notices
- Prepare minutes and upload to website

Work with HAT Marketing as a liaison for invoicing, marketing proposals, contracts and agreements and maintain production spreadsheet for all approved/pending media buys

- Work with Integrated Media marketing (IMM) to maintain planner databases and reporting

- Other duties as assigned by supervisors
- Assist with hosting travel media in-market.

**EDUCATION/EXPERIENCE, KNOWLEDGE, SKILLS AND COMPETENCIES**

- Associates degree or commensurate experience
- Experience in convention services
- Familiarity in the basics of group sales
- Competency to manage multiple tasks and meet deadlines, set priorities and achieve results
- Strong verbal and written communication skills; excellent interpersonal skills with the ability to work effectively with all organizational levels
- Ability to work independently and exercise good judgment with exceptional attention to detail
- Positive, professional, "can do" attitude and ability to excel in fast-paced environment

**ENVIRONMENTAL CONDITIONS:**

Indoors in typical office environment with little exposure to excessive noise, dust, fumes, vibrations, and temperature changes approximately ninety-five percent (95%) of the time.

The noise level in the work environment is usually moderate to occasionally loud with periodic vibration, due to bridge construction.

- Outdoors with exposure to noise, heat, and cold approximately five percent (5%) of the time.
- County travel.
- Weekend and evening hours.
- Frequent computer use at workstation up to two hours at a time.
- Frequently work at fast pace with unscheduled interruptions.
- May move (walk or drive) from one work location to another.

**PHYSICAL DEMANDS:**

- Mobility within the office.
- Ability to work in hot and cold environments.
- Ability to walk, sit, stand and climb stairs.
- Ability to lift up to 25 pounds.
- Ability to drive own vehicle as required to perform essential job functions.

**Changes:** *This job description will be updated if duties and responsibilities change significantly. Job functions are subject to modification based on business necessity.*

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*The Daytona Beach Area Convention and Visitors Bureau is an Equal Opportunity Employer.*