

Job Description – Visitor Services & Sales Coordinator
Iowa City/Coralville Area Convention & Visitors Bureau
Reports To: Director of Sales

Overview

This is a dual position for visitor services assistant and sales coordinator. Provide accurate and helpful information about the Iowa City area to visitors. Assist with directions and way-finding for walk-in visitors. Provide administrative support for Think Iowa City sales team in a number of ways including assembling bid packets, keeping up-to-date and accurate information in Customer Relationship Management (CRM) system, and other special projects. This position will work primarily from the MERGE space in Downtown Iowa City.

Essential Duties and Responsibilities

Visitor Services

- Provide courteous and accurate information to walk-in, email, and phone inquiries. Be timely in doing so: respond to email requests with a short message and greet walk-ins as they come in. Track these interactions in CRM
- Work with Director of First Impressions to maintain all brochure racks with appropriate brochures. Replenish stock as necessary from CVB office
- Disseminate Welcome Signs, weekend Calendar of Events, and other relevant materials to designated DMO Partners as needed under direction of Director of First Impressions
- Volunteer for events as needed and as schedule permits

Sales Coordinator

- Assist Director of Sales and Manager of Sports Development with sourcing and qualifying potential groups that would be a good fit for the Iowa City Area
- Review paper files and accounts in CRM for potential re-solicitation
- Assist with assembling bid packets and presentations as needed
- Assist with coordination of Familiarization tours, out-of-town sales blitzes, and other events of the like
- Coordinate all leads requesting 40 room nights or less.
- Consistently work to update CRM and ensure reliability of data. Assist with monitoring integrity of data
- Assist with necessary preparations for tradeshow
- Act as housing bureau for select groups as specified by Manager of Sports Development and Director of Sales
- Follow up with all planners working with CVB at the conclusion of their event to thank them and gather feedback
- Work on special projects as directed by Director of Sales and Manager of Sports Development
- Ensure all content on DMO website and other websites related to meetings or sports sales is up-to-date, accurate, and relevant at all times
- Attend meetings as requested by Director of Sales
- Perform other support duties as requested by the Director of Sales

Education and/or Experience

- Able to work minimum of 30 hours per week
- Must be a self-starter and able to work independently
- Excellent verbal & communication skills
- Familiar with business email/web etiquette

- Proficient computer skills including use of Microsoft Word, Excel, and Outlook. Willingness to learn new Customer Relationship Management system
- Extensive knowledge of local and surrounding area
- Must possess valid driver's license for operating company vehicle
- Able to perform light lifting of up to 40 lbs.