

POSITION DESCRIPTION Sales Assistant

Greater Madison Convention & Visitors Bureau

The **Sales Assistant** is responsible for administrative/office support for the Sales departments of the Greater Madison Convention & Visitors Bureau (GMCVB) and Madison Area Sports Commission (MASC). Administrative duties will vary as directed by the Senior Sales Coordinator.

Department: Convention Sales

Supervisor: Senior Sales Coordinator

Direct Reports: NA

Job Classification: Assistant, Part time; Non- Exempt

Work Site Location: Corporate Office

Responsibilities*:

Administrative

- Administrative and clerical support for sales team
- File organization and maintenance
- Sales Performance Reporting back-up for Senior Sales Coordinator
- Coordinate contract administration for GMCVB and MASC contracts for Alliant Energy Center/Dane County business as directed by Senior Sales Coordinator

Sales Administration

- Proof and revise sales bulletins before going out to partners
- Enter leads into CRM sales database system as requested by sales team members
- Assist sales staff with sales follow-ups and organization of account data with a focus on hotel responses
- Assist sales teams with bid proposal creation and assembly (letters, sales collateral, data, etc.)
- Cvent Lead administrator
- Website lead catcher support; with possible follow-up to client or referral to sales manager as determined by Senior Sales Coordinator or VP of Sales
- Request and enter account hotel histories into CRM
- Assist sales teams with tradeshow preparation, including but not limited to gathering and packaging trade show materials and assisting in shipping
- Assist sales staff with preparation for sales presentations
- Assist with client contract gift fulfillment
- Site visit planning/layout in CRM
- Upload MINT entries and post event reports in CRM
- Other duties as directed by the Senior Sales Coordinator or VP of Sales

** The above is intended to describe the general content of and major responsibilities for performance of the position. It is not intended to be an exhaustive statement of job duties or requirements.*

Education and Experience

- Associates degree plus two years' experience or GED plus four years' experience at an administrative assistant level.
- Experience with customer relation management systems preferred (Simpleview CRM)
- Understanding of hospitality/tourism industry a plus.
- Hospitality industry background beneficial.
- Self-starter and self-motivated individuals will succeed best in this position.
- Experience with a variety of office machines to include fax, copy, and scan.

Required skills and abilities

- Excellent typing and word processing skills.
- Strong written and oral communication skills
- Strong administrative and organizational skills.
- Critical thinking and problem solving skills
- Proficiency in computer based systems, which include personal computers and scanners (Word, Excel, PowerPoint). Adobe Professional proficiency preferred.
- Ability to work as an individual or part of a team
- Ability to develop and write effective reports and business correspondence as necessary.
- Effective time management and work planning skills.
- Customer service skills preferred.
- Ability to establish and maintain effective working relationships.
- Strong commitment to quality and accuracy.
- Ability to maintain confidentiality required.

Physical Demands

- While performing the duties of this job, the employee is occasionally required to stand; use hands to finger, handle or feel; reach with hands and arms; stoop, kneel, crouch or crawl. Specific vision abilities required include reading computer screen and written documents close vision, color vision and ability to adjust focus. Communications via verbal, audible and written means.

Work Environment

- Heated and air conditioned office environment. Noise level is usually low to moderate. Required to travel and work off site.

Reasonable Accommodation

It is the policy of the GMCVB to provide reasonable accommodations to qualified individuals with a disability who are applicants for employment or employees to perform the essential functions of the job.

The GMCVB is an Equal Opportunity/Affirmative Action Employer.