



# CITY OF OMAHA CLASS SPECIFICATION

**CLASSIFICATION TITLE: SALES AND MARKETING COORDINATOR**

**BARGAINING UNIT: CIV MANAGEMENT    CODE NUMBER:    0555**

**PAY RANGE CODE:    7.1 MC                                    REVISION DATE:    2/4/16**

## **NATURE OF WORK:**

The work of this classification involves assisting in the marketing of the Omaha metro area as a desirable meeting destination, consistent with the annual goals and objectives established in the annual Destination Marketing Organization (DMO) plan. This position assists in marketing Omaha across multiple print, electronic and social media methods across all market segments. The position serves as the primary administrative conduit for all internal and external communication tools used by the Group Sales and Convention Sales Division. In addition, this position is responsible for public relations activities involving local hotels/motels, facilities, city officials, local media, meeting planners, and other related representatives.

An incumbent in this position exercises considerable independence in the performance of duties and responsibilities and receives general guidance from a superior.

**ESSENTIAL FUNCTIONS:** *(Any one position may not perform all the duties listed, nor do the listed examples include all the duties that may be performed in positions allocated to this class.)*

Provides administrative support to the Group Sales and Convention Sales and Marketing and Communication divisions including: bid package preparation, tradeshow follow-up, local site visit itineraries, and other tasks as needed.

Coordinates information and secures booth and event space for all trade shows, industry meetings, client events, and sales missions.

Creates and maintains the Group Sales and Conventions Services activity calendar with dates for all trade shows, sales missions, and client events.

Coordinates with the Marketing and Communication division to create promotional pieces and programs to establish and maintain awareness of Omaha in the local market.

Coordinates registration, orders supplies, coordinates shipping of materials, and creates marketing description for registration material.

Arranges housing for shows that require hotel rooms.

Finalizes all billing for events with partners.

Coordinates creation of marketing materials for industry trade shows, sales missions, and client events.

Coordinates all sales collateral with new information.

Creates concept and manages the creative process for all in-house marketing materials such as pre-show direct mail pieces, sales PowerPoint presentations, and event invitations working in conjunction with the sales team.

Works with the Vice President - Sales & Services and Vice President - Marketing to keep the meeting sales and services content fresh and up-to-date on the Omaha Convention and Visitor Bureau (OCVB) websites and 3rd party sites in conjunction with the Marketing team.

Coordinates and prepares databases to assist the sales team in preparing direct mail and e-marketing lists as directed.

Reviews industry trade publications monthly and informs Communication team about any piece that mentions the destination or partners.

Assists in providing administrative support to staff including; bid package creative preparation, development of tradeshow follow-up, local site visits itineraries and other tasks as needed.

Coordinates travel for Group Sales and Convention Services division for industry events.

Updates all sales kits and collateral with current information needed to market Omaha.

Creates and updates new contact/account information after trade shows, including any follow-up of collateral information.

Maintains and ensures timely input in OCVB's customer relationship management (CRM) system.

Maintains regular job attendance in accordance with a schedule established for the position by the supervisor.

Performs other related duties as assigned or as the situation dictates within the scope of this classification.

**REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:**

Knowledge of the hotel/motel business and the needs of conventioners, visitors to the city, and other groups who would potentially use local facilities for events.

Knowledge of attractions, facilities, and services available to visitors in the Omaha metro area.

Knowledge of departmental policies, procedures, and regulations.

Knowledge of and ability to operate a computer or other technology using standard or customized computer or systems software applications appropriate to the assigned tasks.

Skill in composing and proofreading sales materials.

Ability to learn and adapt to advances in computer and electronics device technology and software.

Ability to identify, analyze, and resolve problems.

Ability to create and analyze mathematically oriented reports.

Ability to travel independently to domestic and international destinations via commercial airlines.

Ability to establish and maintain effective working relationships with fellow employees, members of the tourism industry, and members of the general public.

Ability to communicate effectively, orally and in writing.

Ability to maintain confidentiality.

Ability to prioritize and manage multiple projects and responsibilities while meeting stringent deadlines.

Ability to adhere to safety policies, procedures, and guidelines.

Ability to sit from 76 to 100% of the time, to stand and walk from 26 to 50% of the time, and reach, bend, stoop, push and pull up to 25% of the time.

Ability to use up to thirty (30) pounds of force up to 25% of the time to move objects.

**EDUCATION AND EXPERIENCE:** *(The knowledge, skills, and abilities above may be acquired through, but are not limited to, the following combination of education and/or experience.)*

Bachelor's degree in hospitality, business administration, marketing or a related field

OR

Four (4) years of related professional experience in marketing, sales, or hospitality/convention bureau.

OR

An equivalent combination of education and experience.

The following industry memberships are preferred: ASAE Center for Association Leadership, Meeting Planners International (MPI), Professional Convention Management Association (PCMA), and Society of Government Meeting Planners (SGMP), or other related memberships.

**SPECIAL REQUIREMENTS:**

Must possess a valid motor vehicle operator's license from the time of appointment.

Must be available to work flexible hours, weekends, and holidays.

**WORKING CONDITIONS:** *(The conditions herein are representative of those that must be met by the employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.)*

Work is performed in an office setting amid normal conditions of dust, odors, fumes, and noises. However, an incumbent may be required to travel to other sites in the city or to other cities and may be exposed to all weather conditions.

**EQUIPMENT OPERATION:** *(Any one position may not use all of the tools and equipment listed nor do the listed examples comprise all of the tools and equipment that may be used in positions allocated to this classification.)*

Computer  
Telephone

Calculator  
Printer

Copier

Previous Revision Date(s):