

DESTINATION GREATER VICTORIA

Job Description - Sales Coordinator, Victoria Conference Centre

Title

Sales Coordinator, Victoria Conference Centre

Reports To

Director of Sales, Victoria Conference Centre

Overview

The Sales Coordinator, Victoria Conference Centre, is responsible for providing support to the sales team by assisting in event bookings from initial client inquiry to the contract stage. Perform a variety of front-line clerical and administrative functions with main focus on the Victoria Conference Centre (VCC) Sales department and also supporting Business Events Victoria (BEV) department.

Job Duties

- Create and maintain analytics databases, reports, forecasts and dashboards to inform Provide support to the Victoria Conference Centre sales team to promote and market the Victoria Conference Centre as a destination for conferences and meetings, including: creating proposals, supporting site inspections and providing overall administrative support.
- Perform reception related duties; handle incoming calls, voicemails and general inquiries.
- Represent the team as the initial point of contact for incoming sales leads and responsible for the Customer Relationship Management (CRM) database management system (Momentum) including but not limited to; data entry, updating and purging information, building reports, support team on system use and training. Ensure data entry practices are completed to standard.
- Manage client events, attend planning and debrief meetings and action minute taking.
- Compose letters and emails, create and update sales and presentation materials.
- Administer the VIP Discount Program.
- Creating content for VCC Social Media outlets.
- Sales trip support and follow up from trade shows and sales missions.
- Respond to and action requests received through the general sales email/outlook account.
- Generate query reports as required; provide related event information to hoteliers, suppliers and other agencies. Maintain monthly and quarterly reporting files by obtaining and compiling required information and on occasion benchmarking surveys, compiling research information on industry related services and organizations as required.

Key Qualifications & Experience

- Minimum 2 years of experience in hospitality, tourism, or a related field.
- Bachelor's degree in a related field is preferred, a technical college degree or diploma will be considered.
- Understanding of tourism, event, and sales industry preferred.
- Highly effective project management, prioritization, multi-tasking, and time management skills to meet deadlines.
- Establish and maintain effective working relationships with clients, industry partners, and co-workers.
- Understand and apply the techniques of quality customer service.
- Initiative and ability to anticipate client and department needs.

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- Computer literate, including effective working skills of MS Word, Excel, PowerPoint, and Outlook, CRM systems.

Personal Attributes

- Comfortable working in a highly collaborative organization.
- Comfortable working with confidential information and business results.
- Ability to multi-task and manage several projects simultaneously.
- Ability to work effectively as part of a team as well as individually.
- Intuitive, approachable, and open.
- Pro-active, self-motivated and results oriented.
- Efficient, organized, and able to juggle various tasks.
- Proven interpersonal and communication skills; both verbal and written.
- Strong ethical and effective work acumen.
- Takes initiative and is willing to make suggestions, share opinions, and keep things moving.

Working Conditions

- Ability to work alongside and off-site with stakeholders, members and other partners.
- Limited travel may be required, including meetings, conferences, forums or events.
- Ability to attend and present at Destination Greater Victoria events and meetings.
- Hybrid working is available in line with Destination Greater Victoria's policies.