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VISIT MASON CITY (VMC) JOB DESCRIPTION SALES & SERVICES COORDINATOR

About the position:

The Sales and Services Coordinator is responsible for promoting the Mason City area as a destination for meetings and conventions, sport events, and motorcoach groups. Additionally, the Sales and Services Coordinator is responsible for providing excellent customer experiences through the communication and delivery of Visit Mason City programs. Through cooperative efforts with the local hospitality industry, tourism partners, and community members, the Sales and Services Coordinator will work to secure business for the area that generates significant economic impact for Mason City and the North Iowa area. Individual will work under the day-to-day supervision of the Executive Director and under the general direction of Visit Mason City & Board of Directors.

Qualifications:

- High school diploma required, some post-secondary education preferred.
- Prior experience in sales is required; specific sales experience in the hotel, attraction, group tourism, meeting industry or destination marketing organization is preferred.
- Must possess the ability to work effectively to create, and communicate to others, a positive image for Mason City area as a destination of choice.
- Must possess excellent customer service skills and ability to portray and project a personal professional image.
- Ability to exercise good judgment and tact when representing Visit Mason City and the Mason City area.
- Strong computer skills. Ability to proficiently utilize standard software applications to include MS Office suite and willingness to learn other software programs.
- Excellent oral and written communication skills required.
- Excellent organization skills, planning ability, and time management.
- Detail-oriented and ability to handle multiple tasks at the same time.
- Desire to work in fast-paced environments and ability to shift focus based upon organizational needs.
- Ability to utilize and maintain a working knowledge of the latest trends in technology.
- Ability to follow established policies and procedures.
- Ability to build and maintain working relationships with clients.
- Ability to maintain well-informed working knowledge of events and activities in the Mason City area.
- Personal commitment to excellence, professionalism and creativity.
- Willingness to learn and embrace the organization's culture and industry.
- Willingness to enthusiastically participate in organization-wide team activities.
- Maintain positive stewardship of all organization resources.
- Ability to compose correspondence and develop reports on routine matters without close direction or supervision.
- Thorough knowledge of modern office practices, procedures, and equipment.
- Must show proof of valid driver's license and auto insurance. Must have ability and willingness to travel and work varied hours including nights and weekends for meetings, tradeshow, etc.
- Ability to travel by air, drive a vehicle and have use of vehicle for use to conduct VMC business.
- Must be able to lift up to 40 lbs. and transport equipment and materials for use in VMC programs.

VISIT MASON CITY IOWA

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ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- In cooperation with the Executive Director, use new and existing sales strategies to actively promote Mason City as a meeting, convention, sports and motorcoach destination through personal contact, telephone calls, email, direct mail, sales blitzes, site visits, familiarization tours, and industry tradeshows.
- Research and identify potential meeting, convention, sports and motorcoach business on the state, regional, and national level
- Identify, recruit and encourage local residents affiliated with various regional, national, and international organizations/associations and sports groups to hold future events in the Mason City area.
- Represent VMC at selected and targeted industry meetings and trade shows; provide timely follow-up on leads generated
- Provide timely response to all meeting, convention, sports and motorcoach business inquiries that come to VMC.
- Maintain communication with planners from initial contact until completion of event; follow-up with past customers.
- Prepare and submit proposals based on client requests.
- Assist with lead distribution programs to tourism industry partners on a weekly basis.
- Maintain and ensure proper usage of VMC's database management software (ACT).
- Develop and measure key performance indicators; indicate in monthly reports.
- Complete all necessary paperwork and filing.
- Assist clients with local and state grant opportunities to help fund and enhance meeting, convention, sports and motorcoach events in the Mason City area.
- Remain knowledgeable about competitors and potential issues that would impact the ability to promote the Mason City area effectively.
- Connect planners with community partners capable of providing products and services for a successful event.
- Offer suggestions and assistance for clients looking for additional information including entertainment options, tour itineraries, event speakers, spouse tours and any additional client requests.
- Lead VMC servicing requests; coordinate delivery/pick-up of requests for meeting, convention, sports and motorcoach groups.
- Work with Visitor Services Coordinator to coordinate welcome item and gift basket requests.
- Provide input into the formulation of the annual budget and program of work.
- Provide input into the formulation of the annual marketing plan with measurable goals, action steps, and strategies for sales-related activities based on market conditions and history.
- Provide input into the development and revision of all visitor-related marketing materials, internally and externally. (i.e. visitor guides, calendar of events, web site, planning guides, lure pieces, etc.)
- Assist with internal communications (i.e. newsletters, marketing reports, partner surveys) and special projects, as requested.
- Provide publication proofing and assistance as directed.
- Answer phones, assist with walk-in visitor traffic and provide some telephone assistance when needed for front office staff.
- Attend all meetings as requested by the Executive Director, Board of Directors, or other duly designated committees as directed by the Executive Director in the advisory, non-voting capacity.
- Serve as staff liaison to VMC committees as assigned by Executive Director.
- Promote the Mason City area as tourism destination to local residents, community leaders, elected officials, and Board of Directors.
- Represent VMC in industry-related organizations in an effort to further develop the Mason City area as a tourism destination.

Compensation

- Salary position based upon on an average of 40 hours per week / 12 months a year.
- Salary range: \$28,000 – \$34,000. Reviewed after six months of employment. Thereafter, reviewed and adjusted accordingly annually at the end of the fiscal year (September).
- Visit Mason City benefits summary (detailed policies and procedures are covered in the employment manual)
 - 100% of health insurance, life insurance, short term disability, and long term disability (upon completion of 3 consecutive months)
 - 6% of salary into a retirement program
 - Paid holidays (11 days)
 - Paid vacation (after 1 yr less than 5 yrs = 2 weeks and 5 yrs or more = 3 weeks; based upon a calendar year)
 - Paid personal leave (1 day for each 30 days of continuous service maximum 5 days during first anniversary year and then 10 days per calendar year thereafter accumulated up to a maximum of 60 days)

Application Requirements

- Cover letter, resume, and a minimum of 5 references with 3 references that are current or past supervisors / managers.
- Minimum salary requested.

Send by March 1, 2019 to: Visit Mason City, 2021 4th Street Southwest, Mason City, Iowa, 50401 or by email to: cvb@visitmasoncityiowa.com. Inquiries by email only; no phone calls please.