



Job Description

Our Mission: The Fox Cities Convention & Visitors Bureau strengthens the local economy by investing in and promoting our community.

Position Title: Convention Sales & Services Coordinator

Objective: The Convention Sales & Services Coordinator serves as an ambassador for the Fox Cities by providing exceptional services to meetings, conventions, and group events while helping drive business across multiple markets. This role combines sales and event services to enhance the attendee experience and maximize regional economic impact.

Reports to: Director of Convention Sales

Classification: Exempt, Salaried, 1FTE

Duties and Responsibilities:

Convention Sales

- Identify, prospect, and solicit accounts within multiple market sectors to qualify them for convention and event business
- Develop itineraries and programming for motorcoach groups
- Build and maintain strong relationships with meeting planners, hotels, and industry partners
- Represent the Fox Cities at tradeshow, sales missions, and industry events for defined markets
- Create and deliver sales proposals, bid presentations and client tours that showcase relevant facilities, services and area benefits
- Support sales efforts through CRM data entry and reporting

Convention Event Services

- Coordinate event services including registration support, name badges, welcome materials, and on-site assistance
- Act as liaison between planners and local vendors (venues, catering, entertainment, transportation, etc.)
- Coordinate visitor welcome booths for convention and group events
- Manage volunteer program, including recruitment, scheduling, and tracking
- Maintain service provider directories

Reporting & Administration

- Maintain accurate records in CRM and track sales/service activity
- Conduct post-event follow-up including surveys, thank-you communications, and reports
- Order and manage event services supplies
- Other duties as assigned

Skills & Qualifications

- Strong customer service, communication, and relationship-building skills
- Excellent organization and ability to manage multiple priorities
- Detail-oriented with strong problem-solving abilities
- Knowledge of hospitality, tourism, or event planning preferred
- Proficiency in Microsoft Office; experience with CRM, Canva, or event tools a plus
- Ability to work both independently and collaboratively

Employment Requirements:

- Associate degree in hospitality, tourism, marketing, or related field (or equivalent experience)
- Hospitality, event, or sales experience preferred
- Flexible schedule, including occasional evenings and weekends
- Ability to travel as needed
- Valid driver's license required
- Ability to lift up to 30 lbs.
- Position is in-person, based in the Fox Cities, Greater Appleton Wisconsin area