



## Job Description

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

**Position Title:** Sales & Marketing Assistant

**Objectives:** Support the sales and marketing departments to ensure a positive experience for visitors to the Fox Cities.

**Reports to:** Marketing Communications Director

**Classification:** Non-Exempt; Hourly; 30-40 hours per week

### Duties and Responsibilities:

#### **Convention & Group Visitor Sales Support**

- Assists convention sales department with tradeshows, familiarization visits and special events.
- Develops and markets itineraries for the Motorcoach Market. This includes attending tradeshows, site tours, and greeting groups when they are in the market.
- Acts as liaison between meeting planners and local suppliers for event services including, music, catering, décor, photography, video, etc.
- Supports the Group Sales Department by coordinating and fulfilling requests for services to groups when they are in the market. Tasks may include: name badge printing, development of lists related to dining and entertainment options, coordination of visitor information tables and volunteers to help with event registration.
- Maintains and constantly updates a directory of convention service providers, including but not limited to: transportation providers, local attractions, entertainers, sightseeing tours, speakers, social functions, and outdoor activities.
- Orders and maintains inventory of service supplies and sales promotional items.
- Manages a group visitor feedback program.
- Maintains accurate records of sales and marketing activities using customer relationship management (CRM) software.
- Builds relationships with key hoteliers that host meetings and events.
- Coordinates visitor welcome booths for non-convention events including Airventure (EAA) and Lawrence University New Student Resource Day, etc.
- Coordinates the organization's volunteer program.

#### **Marketing Support**

- Coordinates the CVB's Visitor Information Kiosk Program.
- Regularly reviews and updates database of information (iDSS) on relevant local businesses to ensure accurate visitor information exists for inclusion into all publications, website and communications.
- Identifies busy weekends, tracks hotel room availability and ensures that the information is available for staff.
- Tracks and fulfills visitor requests for Destination Guides on a weekly basis. Prepares bulk mailing of guides as needed.

### **Visitor Center Coordination**

- Assists visitors who contact the CVB via email or other means. Greets walk-in guests in the visitor center as needed, ascertain their needs, and assist them in a friendly and efficient way.
- Maintains the information racks in the visitor center, ensuring appropriate publications are ordered, inventoried and displayed.
- Tracks distribution of Destination Guides to other CVB's, attractions/hotels, convention groups, etc.
- Helps program the Visitor Center with appropriate displays to ensure visitor engagement.

### **General & Administrative**

- Provides administrative support duties as assigned.

### **Skills:**

- Exceptional customer service and interpersonal skills including ability to work professionally with internal and external customers.
- Detail-oriented, punctual and reliable
- Ability to work independently and as part of a team.
- Proficient in Microsoft Office Suite, use of the Internet and social media.
- Experience with Canva and CRM software is a plus.
- Ability to manage multiple priorities and tasks.
- Flexible and able to adjust to changing conditions and circumstances.

### **Employment Requirements:**

- Associates Degree in hospitality, tourism, marketing, customer service, administrative assistant or related field or equivalent work experience.
- Able to lift a minimum of 30 pounds.
- Valid driver's license.
- **Position is in-person, on-site in an office setting.**