

Sales Coordinator, Domestic Trade and Leisure

Job Details

Job Location FREDERICKSBURG, TX
Position Type Full Time
Education Level 4 Year Degree
Travel Percentage Up to 25%
Job Category Hospitality - Hotel

Description

POSITION: Sales Coordinator, Domestic Trade and Leisure STATUS: FLSA Exempt

Job Summary: This position is responsible for coordinating and supporting our destination marketing efforts in the domestic trade and leisure markets. This role works closely with the sales team, industry partners, and stakeholders to develop and implement strategies to maximize sales and promote Fredericksburg and Gillespie County.

RESPONSIBILITY AND AUTHORITY: Reports to and works under the supervision of the Vice President of Sales, Services, & Strategic Alliances.

EDUCATION AND EXPERIENCE REQUIREMENTS: The position requires a four-year degree and a minimum of 1-3 years related experience in hospitality sales or a similar role in the travel and tourism industry preferred. The position requires an understanding of domestic trade and leisure markets, including travel agency networks, tour operators, and customer preferences.

DUTIES AND RESPONSIBILITIES: With direction and approval of the VP of Sales, Services, & Strategic Alliances this position promotes Fredericksburg and Gillespie County attractions, accommodations, restaurants, wineries, retail, recreation facilities, as well as special events and festivals to domestic trade and leisure visitors.

ESSENTIAL FUNCTIONS: With direction from the Vice President of Sales, Services, & Strategic Alliances

- Coordinate and implement marketing and sales strategies for the domestic trade and leisure markets to promote Fredericksburg & Gillespie County.
- Plan, organize, and execute sales activities, including trade shows, familiarization trips, sales missions, and workshops.
- Develop and maintain relationships with travel agents, tour operators, wedding planners, and other partners to ensure maximum exposure and sales opportunities.
- Monitor market trends, competitor activities, and customer preferences to identify opportunities for growth and improvement.
- Maintain accurate and up-to-date customer and sales activity records using our CRM system.
- Provide support to the sales team by preparing and delivering sales presentations, conducting research, and generating sales leads.
- Collaborate with internal teams, including marketing, PR, and operations, to ensure alignment of messaging and consistent brand representation.
- Assist with the development and execution of promotional campaigns and special events targeting domestic trade and leisure segments.
- Conduct regular analysis of sales data and market trends to identify areas for improvement and suggest innovative sales strategies.
- Assist in the preparation of sales reports, performance summaries, and budget forecasts.

- Serve as a primary point of contact for domestic trade and leisure partners, addressing inquiries, resolving issues, and providing exceptional customer service.
- Stay up to date with industry trends, competitor activities, and emerging sales techniques through continuous learning and networking opportunities.
- Participate in relevant industry conferences, trade shows, and seminars to increase knowledge and promote the destination.

REQUIREMENTS:

- Must have excellent verbal and written communication skills.
- Ability to quickly develop a complete working knowledge of Fredericksburg and Gillespie County including all its attractions and amenities.
- Excellent communication and interpersonal skills, with the ability to build and maintain relationships with diverse stakeholders.
- Exceptional organizational and multitasking abilities with acute attention to detail.
- Keen interpersonal and organizational skills, flexibility, and ability to multitask.
- Ability to work irregular hours, including but not limited to evenings and weekends.
- Strong project management and time management skills.
- Ability to manage and complete multiple simultaneous projects.
- Dynamic personality with the ability to shift modes of operation seamlessly.
- Have or obtain within thirty days of hire a valid Texas driver's license with an acceptable driving record and possess reliable transportation.

DISCLAIMER: The above statements are intended to describe the general nature and level of work being performed by the person assigned to this position. They are not intended to be an exhaustive list of responsibilities, duties and skills required. This job description does not constitute an employment agreement between the employer and the employee and is subject to change by the employer as the needs of the employer and the job requirements change.

Qualifications

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