



## **Memphis Tourism**

### **Position Description**

**Title:** Membership, Tour & Travel Sales and Marketing Coordinator

**Reports to:** Membership Manager, Tour/Travel Sales Managers and CMO

**Direct Reports:** None

**FLSA Classification:** Exempt

### **Position Summary**

The Membership, Tour & Travel Sales and Marketing Coordinator is responsible for providing administrative assistance and support to Membership area, Tour & Travel Sales and Marketing team in order to aid them with the achievement of goals and fulfillment of their assigned responsibilities. This position is responsible for maintaining contact with members, partners and clients; answering phone calls/emails and/or forwarding to the appropriate party; and supporting other office functions as necessary. Work requires positive and upbeat attitude, some discretion, judgment and ability to work independently and juggle multiple projects.

### **Essential Job Functions**

- Support membership sales, including scheduling and calendar maintenance, maintaining contacts, reading and monitoring news and trade outlets for new member prospects; and developing prospect list.
- Support membership communications, phone assistance for incoming queries, develop weekly events postings of member communications, letters and email messages, as well as routine reports.
- Prepare and maintain membership info and database.
- Administer the membership database; enter data about member amenity details, member extranet postings, payments; create and provide various reports from CRM software system; responsible for learning new software and offering support to members, clients and staff members.
- Provide administrative support for membership events/activities and annual meeting coordination using both traditional and digital methods; registration and presentation support; audio visual coordination and material preparation/distribution.
- Distribute information packets for prospective tour operators including familiarization tours and itineraries.
- Assist Tour/Travel Sales team with tradeshow arrangements (i.e. printed materials, brochures, letters, banners, booth shipments, name badges, etc.).
- Distribute and follow-up on leads to members/client, posting to member hub.
- Provide administrative support of, including a regular rotating schedule to support staffing of the reception desk and assistance with office-wide events such as staff meetings, mailings, hosting major clients, annual meeting coordination, etc.
- Administrative needs to all areas of marketing department and CMO as requested, including quarterly board report information.

## **Position Requirements & Qualifications**

### **Education/Experience**

- Associates degree in Business Administration or related field preferred
- Requires a minimum of 2 years custom service and administrative experience.

### **Knowledge, Skills and Abilities**

- Strong proficiency and proven success helping obtain business objectives and create competitive advantage.
- A highly effective communicator with the ability to clearly and concisely articulate information.
- Innate drive for results with the ability to juggle competing priorities.
- Proficient in the use of a computer and software programs.

### **Working Conditions & Physical Demands**

- Typically, this position requires the ability to walk, bend, stoop and carry items weighing up to 25 pounds.
- Evening and weekend hours/work required at times over and above the traditional office requirements.
- Requires 1 or 2 work related trips annually.

*This is intended to be a description of the general nature and level of work to be performed. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel in this position.*