

Position Description – Sales Coordinator

Role Title:	Sales Coordinator
Reporting to:	Head of Sales
Scope:	Support Business Development Team with the creation and management of bid and expression of interest documents. Management of short lead event enquiries with the aim to increase business opportunities for the smaller meetings market.
Critical Relationships:	<ul style="list-style-type: none"> • Business Development Directors • Head of Marketing • Sales and Administration Coordinator
Key Responsibilities:	<p>Bidding</p> <ul style="list-style-type: none"> • Work with Business Development Directors to gain a full understanding of the event and the bid requirements • Conduct research on event history to ensure bidding requirements are correct • Source letters of support from various industry bodies, government agencies and institutions • Collate member proposals, checking details and content • Create national and international bid documents and Expression of Interests via InDesign. <p>Sales</p> <ul style="list-style-type: none"> • Create and distribute bulletins/leads to enable members to quote • Update and maintain correct account information in the Ungerboeck database • Manage short lead enquiries as Bureau first point of contact and business proposals direct to client • Identify and build local meeting planner contacts for local sales, networking and local famils • Follow-up member response and record wins/losses. • Manage additional projects as allocated by the Head of Sales • Organise and conduct site inspections for confirmed meetings • Network at industry events to assist with new lead generation opportunities in the local market and raise awareness of Bureau services • Continue professional development as outlined in professional development plan in conjunction with key performance objectives • Represent Canberra Convention Bureau in a professional and ethical business manner at all times.

General Responsibilities (included on all Bureau job descriptions)

Administration and Reporting

Administration and reporting as necessary to agreed protocols and time schedules.

Human Resource Management

Participate and complete Professional Development and Training plans as agreed.

Actively participate in annual performance reviews.

Establish and maintain effective working relationships with co-workers, supervisors' members, stakeholders and the general public.

Industry Knowledge

Maintain awareness and knowledge of the business tourism sector, in particular the Canberra region environment.

Corporate Governance & OHS

Ensure activities meet with and integrate with organisational requirements for quality management, health and safety, legal stipulations, environmental policies and general duty of care.

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Perform duties as required towards growth in business events for the destination.