

BOOKING/SALES COORDINATOR

DEFINITION OF WORK

Under general direction, the purpose of this position is to promote facility usage through an aggressive sales and booking program. Position is responsible for scheduling and booking of various events within the Crown Center venues which include Coliseum, Arena, Theatre, Exposition Center, and Ballroom. Employees in this position administer the issuance of contracts as well as any other sales opportunities within or related to the facilities.

EXAMPLES OF WORK

Employees contact prospective user groups and individuals to initiate the sales effort and assist promoters with Crown Center bookings. They discuss the facility with site selection committees, promoters or appropriate others. Represent the facility in a sales capacity nationally, regionally, and locally. Research, identify, and establish the appropriateness of groups, artists, conventions, and events for the facility. Establish relationships with promoters, agencies, etc. in the interest of bringing events to the facility. Schedule events and book the facility to meet the specified sales goals set forth by the Manager of Marketing and Sales and the General Manager. Work directly or as liaison with Convention and Visitor's Bureau, Chamber of Commerce, Fayetteville Area Hospitality Association, Fort Bragg Morale, Welfare, and Recreation, and like groups to secure clients and/or events. Assist the Assistant General Manager, General Manager, and Manager of Marketing and Sales with the issuance of contracts, lease agreements, and other pertinent event information. Coordinate with other sections in the process of booking and scheduling. Communicate problems and proposed solutions to the Manager of Marketing and Sales, the Assistant General Manager, and the General Manager. Submit regular activity reports; assist in developing and implementing the sales/marketing activities of the facility including developing sales presentations, budget and projection submissions and follow through systems and procedures; execute particular segments of the facility sales plan as directed; assist in the development of marketing materials as they relate to sales and booking of the facility; and assist Marketing and Sales with other projects as required. Employees perform related work as required.

EMPLOYMENT STANDARDS

Education and Experience:

Bachelor's degree in Sales Management, Marketing, Business Administration, Hospitality Management, or related field and three years of experience and/or training that includes sales manager, assistant sales manager, events manager, promoter, booking agent or related position within an organization or facility engaged in similar group business solicitation efforts; or an equivalent combination of education and experience.

Knowledge, Skills, and Abilities:

Must possess thorough knowledge of the methods, procedures, and policies of Cumberland County as such pertains to the performance of the essential duties of Booking/Sales Coordinator; principles and practices of representing the Crown Center and the events therein; laws, ordinances, standards, and regulations pertaining to the essential duties and responsibilities of the position; organization of the Department, and of related departments and agencies; and occupational hazards and safety precautions required to perform the essential functions of the work. Considerable knowledge of terminology and related professional

languages used within the Department as such pertains to work responsibilities. Skill in use of popular and specialized computer programs. Ability to represent the Crown Center in a positive, professional manner and to make presentations and communicate clearly and effectively; and to establish and maintain cooperative and effective working relationships.

SPECIAL REQUIREMENTS

Employees must be available for evening and weekend work as required. Background check with local law enforcement agency required. Some positions within classification may require a valid North Carolina driver's license. Condition of Employment: Each applicant who is tendered an offer for employment for any position with Cumberland County shall be tested for the use of drugs specified in the County policy. Refusal to submit to testing or a confirmed positive test shall be basis for withdrawal of the conditional employment offer.

ADA REQUIREMENTS

Requires the ability to perform simple movements requiring moderate coordination. Tasks regularly require oral communications ability. Tasks are regularly performed without exposure to adverse environmental conditions, such as dirt, dust, pollen, odors, wetness, humidity, rain, fumes, temperature and noise extremes, machinery, vibrations, electric currents, traffic hazards, toxic agents, violence, disease, or pathogenic substances.

PHYSICAL REQUIREMENTS

Tasks involve the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of 25 pounds). Ability to drive to various scheduled meetings and appointments as required and scheduled.