

Sales Support and Experience Coordinator

Why this role matters: An Agile Epic & Key Stories

At **GGCTA**, we know that securing a booking is just the beginning; creating unforgettable experiences for our clients and prospects is how we build lasting partnerships. This role isn't just about logistics; it's about being a creative architect of those pivotal moments that drive decisions and ensure loyalty.

Epic: As a potential meeting planner, sports organizer, or client considering Greensboro, I need to easily access compelling information and experience a seamless, personalized site visit, so that I feel confident and excited to choose Greensboro for my event and return year after year.

Here are some of the stories you'd help us write and deliver:

- **Story:** "As a sales manager, I need dynamic, eye-catching tradeshow booths, so my team can effectively capture attention and generate qualified leads at industry events."
- **Story:** "As a prospective client, I need a perfectly coordinated and memorable site visit tailored to my needs, so I can truly visualize my event thriving in Greensboro."
- **Story:** "As a returning event planner, I need unique and elevated experiences during my visits, so I feel valued and continually see fresh reasons to rebook in Greensboro."
- **Story:** "As a sales specialist, I need efficient administrative and logistical support, so I can focus on building client relationships and closing deals."
- **Story:** "As a GGCTA team member, I need an agile approach to sales support, so we can quickly adapt to planner feedback and continuously enhance our client engagement strategies."

Job Title: Sales Support & Experience Coordinator

Department: Business Operations / Sales

Reports To: Sales Manager

Location: Greensboro, NC

Job Summary:

The **Sales Support & Experience Coordinator** is a dynamic and detail-oriented role vital to the success of the Greensboro / Guilford County Tourism Authority (**GGCTA**) sales team. This position specializes in creating impactful first impressions and memorable experiences for prospective and returning clients. They are responsible for designing and coordinating effective tradeshow presentations, orchestrating personalized sales site visits, and crafting unique event planner experiences that drive rebookings and foster long-term partnerships. Working within an agile sales environment, this Coordinator directly contributes to enhancing the client journey and boosting sales performance.

Key Responsibilities:

- **Tradeshow & Event Marketing Support:**
 - Designs, develops, and coordinates the logistics for **GGCTA**'s tradeshow booths and sales event displays, ensuring brand consistency and maximum impact.
 - Manages inventory and preparation of sales collateral, promotional items, and display materials for all sales initiatives.
- **Sales Site Visit Coordination:**
 - Orchestrates comprehensive sales site visits to Greensboro for prospective meetings, events, and sports planners.
 - Coordinates itineraries, arranges venue tours, manages transportation and accommodations, and ensures personalized experiences that highlight the destination's unique assets, including the emerging live music scene.
- **Event Planner Experience Creation:**
 - Develops and implements specialized experiences for meeting and event planners (both new and returning clients) designed to upsell future bookings and encourage rebookings.

- Collaborates with local venues, attractions, and hospitality partners to craft unique, memorable experiences that showcase Greensboro's distinct offerings.
 - **Administrative Sales Support:**
 - Provides general administrative support to the sales team, including scheduling, reporting assistance, and database updates within the CRM system.
 - Contributes directly to **Objective 4 (Drive Significant Visitation and Economic Impact through Strategic Event Attraction and Community Advocacy)** by enhancing event attraction and rebooking efforts (KRs 4.1-4.3).
 - **Agile Collaboration:**
 - Participates in **agile ceremonies** (e.g., sprint planning, daily stand-ups) to align daily tasks with overall sales goals and contribute to timely delivery.
 - Provides feedback and insights from client interactions to help the sales team and broader organization adapt and refine strategies.
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Qualifications:

- **Education:** Bachelor's degree in Hospitality Management, Event Management, Marketing, Business Administration, or a closely related field. Other fields will be considered based on experience and relevance.
- **Experience:**
 - 2+ years of experience in sales support, event planning, hospitality, or a related client-facing role.
 - Proven experience in coordinating complex logistics (e.g., event planning, travel arrangements).
 - Demonstrated creativity in developing engaging presentations or client experiences.
 - Familiarity with CRM systems and event management software is a plus.
 - Experience working in or adapting to an **agile organizational framework** is preferred.

- **Skills:**

- Exceptional organizational skills and meticulous attention to detail.
- Strong communication and interpersonal skills, with a professional and client-focused demeanor.
- Creative problem-solver with the ability to anticipate needs and proactively address challenges.
- Highly resourceful and adaptable, capable of managing multiple priorities in a dynamic environment.
- Strong collaborative spirit, eager to work closely with sales specialists and managers.
- Enthusiastic about promoting Greensboro and its unique offerings.

Why Join GGCTA as Sales Support & Experience Coordinator?

This is an exciting and impactful role for a highly organized and creative individual who wants to directly influence booking decisions and client satisfaction. You'll be a vital force behind **GGCTA**'s sales success, crafting memorable experiences that set Greensboro apart. If you're passionate about hospitality, events, and driving growth in an agile and collaborative team, this role offers direct influence and visible results.