

Sales & Marketing Coordinator

Job Title: Sales & Marketing Coordinator

Department: Marketing

Reports To: Chief Marketing Officer

Location: Greensboro, NC

Type: In Office

Why This Role Matters:

At **Guilford County / Greensboro Tourism Development Authority** (Visit Greensboro), 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.

Potential meeting planners, sports organizers, and clients considering Greensboro need to easily access compelling information and experience a seamless, personalized site visit, so they feel confident and excited to choose Greensboro for their events and return year after year. This role ensures that takes place.

Why Join Visit Greensboro as Sales & Marketing 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 **Visit Greensboro's** sales success, crafting memorable experiences that set Greensboro apart. If you're passionate about hospitality, events, and driving growth in a collaborative team environment, this role is for you!

This role will support experiences, such as:

- **"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."**

- "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."
- "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."
- "As a Visit Greensboro team member, I need open communication and understanding of the projects and plans that overlap or impact the sales and marketing teams respectively."

Job Summary:

The **Sales & Marketing Coordinator** is a dynamic and detail-oriented role vital to the success of the Visit Greensboro 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 **Visit Greensboro's** tradeshow booths and sales event displays, ensuring brand consistency and maximum impact.
 - Develop downtown (and Greensboro/HighPoint) events.
- **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

- **Sales & Marketing Support:**

- Provides general administrative support to the sales and marketing team
- Works closely with the Partner Engagement Specialist to identify and collaborate with local business partners to enhance events
- Manages inventory and preparation of sales collateral, promotional items, and display materials for all sales initiatives.
- Provides feedback and insights from client interactions to help the sales and marketing teams and broader organization adapt and refine strategies.

Salary:

- \$55,000 - \$65,000 Annually

Qualifications:

- **Education:** Bachelor's degree in Hospitality Management, Event Management, Marketing, Communications, 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 Asana Project Management software is a plus.
- Experience working in or adapting to an agile project management organizational framework is preferred.
- **Skills:**
 - Exceptional organizational skills and meticulous attention to detail.
 - Strong collaborative spirit, eager to work closely with sales specialists and managers.
 - Outstanding communication and interpersonal skills, with a professional and client-focused demeanor.
 - Builds relationships naturally and enjoys with connecting across all industries
 - 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
 - Genuine enthusiasm for hospitality, community engagement, storytelling, and showcasing what makes Greensboro unique