



JOB DESCRIPTION

Title of Position: CVB Sales and Services Administrator

Reports to: Special Events and Convention Sales Director

Position Summary: Manage and coordinate all administrative functions of the Department. The Administrator will multi-task, work independently, and have strong database maintenance, event coordination, time management, communication and customer service skills. These efforts will contribute to development and delivery of meeting/convention Sales and Services, which will exceed client expectations.

Duties/Responsibilities: Administrative

- Contributes to the overall performance of the Department.
- Maintain active communications and working knowledge of the CVB clients, members, and County assets, through distribution of materials, attendance at meetings and participation in networking events.
- Contributes sales and services activity information to Director for inclusion in multiple monthly newsletters and reports. (i.e. Member News, Consumer News, Client News, Board Reports, any other CVB-wide reporting.
- Office organization: telephone coverage, filing, supply inventory, and computer merge/purge.
- Keep current with industry trends by reading and understanding trade publications and other information circulated through the office. Attend training events and webinars as needed.
- Maintains an extensive working knowledge of the CRM/CMS software, including but not limited to:
 - Building and maintaining relationships with meeting/event planners and providing services/member referrals to convention and meeting planners who are scheduled to bring groups into the area.
 - Along with Sales/Marketing Directors, responsible for design and launch of conference microsites.
 - Assists Sales/Marketing Directors with pre-event marketing for a variety of clients. Ensuring that the branding guidelines are incorporated into any pre-event marketing materials.
 - Internal/external tracking, reporting, distribution, and management of business information: convention calendar items, confidential convention reports, room pick-ups, partner and/or client correspondence.
 - Coordination of CVB meetings.
 - Managing Sales and Services inventory.

Duties/Responsibilities: Event Services and Support

- Assists with preparation of trade shows and hosted events where applicable.
- Assists with preparation of pre-event marketing materials, such as preparing Welcome attendee bags, welcome signs, restaurant listing, customized Calendar of Events and coordination of Welcome tables where applicable.
- Respond to Service Requests for reunions, weddings, and other leisure travel groups coming to area.
- Manage and supervise the volunteer program and volunteers. Including location and responsibility coordination of volunteers for conference assistance. Responsible for maintaining current/accurate volunteer database along with tracking of volunteer hours.

Education/Experience/Skills Requirements:

- Extensive knowledge of PC's along with excellent computer skills including Microsoft office suite and Adobe.
- Experience with internet search engines for convention research.
- Ability to learn technology quickly.
- Ability to work with a variety of clients, colleagues, and staff. Approach all tasks with creativity, resourcefulness, and enthusiasm.
- Excellent oral and written communication skills.
- Strong organization skills.
- Ability to manage multiple projects concurrently.
- Experience with a variety of office administrative tasks and equipment.
- High degree of professionalism.

Bonus Points:

- Marketing Experience.
- CRM/CMS Knowledge.
- Photoshop Experience.

Working Requirements:

- Must possess a valid New York State Driver's license.
- Must have reliable transportation.
- Must be able to transport items material and items as needed.

Send resume/cover letter via email to:

Kristen Hanifin, Special Events and Convention Sales Director
Lake George Regional Convention & Visitors Bureau
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