

Group Sales & Services Coordinator



INCUMBENT: Vacant
REPORTS TO: Senior Tourism Manager
LOCATION: Bowling Green, KY
STATUS: Full-time, Exempt
DATE: Open Until Filled

DESCRIPTION

The Group Sales & Services Coordinator is responsible for assisting in sales development at the National Corvette Museum (NCM). This position works alongside the Senior Tourism Manager with selling, booking, and organizing day-of group arrival. This position works with all tourist groups visiting the museum including but not limited to motorcoach/bus tours, church groups, business travel, schools/education, RV clubs, car clubs, scout programs, and leisure travel groups. The Group Sales & Services Coordinator will also promote and cross sell museum admissions/ticket sales, group programs, the Stingray Grill restaurant including catering options, and GM Assembly Plant tours.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Identify and pursue strategic opportunities for capturing volume admission sales from targeted constituencies.
- Coordinate the daily operations of the group sales program and actively prospect for, solicit, and secure group visits and tours.
- Provide excellent customer service, especially while answering high volume phone calls and other inquiries
- Process and coordinate all group customer inquiries that are received.
- Generate and follow-up on leads to sell group visits and programs while finding opportunities to promote and cross sell other NCM lines of business including admissions/ticket sales, GM Assembly Plant Tours, and the Stingray Grill restaurant including catering options.
- Develop group itineraries in a timely manner for clients.
- Participate in targeted group outreach events and programs within the community.
- Work alongside and communicate with multiple departments regarding all group related information.
- Collaborate with the NCM Marketing and Communications department to publicize and promote group tourism business.
- Network with professional organizations to secure new clients, maintain existing professional relationships, and gain industry knowledge.
- Engage with industry specific trade groups.
- Assist in group programming and stay up to date with the related trends of travel.
- Achieve monthly, quarterly, and annual revenue and direct sales goals.
- Responsibilities are not all inclusive, additional duties may be assigned.

EDUCATION/EXPERIENCE

- Associates degree in business administration or related field required.
- Bachelor's degree in hospitality, tourism or business preferred.
- 5+ years tourism/hospitality experience.

QUALIFICATIONS

- Must be able to provide prompt and courteous customer service via email, phone, and face-to-face.
- Excellent computer skills: ticketing and management software and Microsoft programs.
- Must have strong interpersonal and communication skills to effectively address internal and external stakeholders.
- Must possess exemplary knowledge and a proven track record of experience sales in sales and customer service.
- Must have strong decision-making and problem-solving skills.
- Strong organizational and detail-oriented skills a must.
- Ability to accurately and fairly plan and schedule ahead.
- Capability to learn new material and information about the NCM and willingness to invest time to stay informed on NCM exhibits and events.
- Strong work ethic and unquestioned personal and professional integrity.
- High level of commitment to team and company values.
- Valid state driver's license required.

ESSENTIAL PHYSICAL REQUIREMENTS

- Ability to stand and/or walk for extended periods of time.
- Must have sufficient mobility to move around the Museum and the community.
- Ability to lift and carry up to 30 lbs. and push/pull 50+ lbs.
- Ability to operate office equipment.