



Title: Events and Group Sales Coordinator

Status: Full Time, Benefited

Work Schedule: 40 hour work week. Evening hours and weekend days will be required for special event coverage in order to meet job requirements.

The **Events and Group Sales Coordinator** is an enthusiastic and energetic promoter of The Wild Center. This self-starter is the primary staff person responsible for actively prospecting for, soliciting, and securing group visits (tour and non-tour groups) and special events, as well as coordinating the daily operations of the group sales and special events programs. S/He performs a range of duties including generating and following up on leads and inquiries; selling, welcoming and managing group visits; managing internal and external special events (such as weddings, meetings, etc.); maintaining rental inventory; producing related reports and generating sales data.

The core focuses of this position are the development of sustained group attendance & facility rentals that meet established annual revenue and visitation goals. Additional duties include working with the local chambers and Franklin County IDA/LDC to build the Center's presence in the tourism industry, toward the goal of increasing attendance. The position also includes assisting the Marketing Manager and the marketing team and working cross-departmentally to coordinate special events as needed.

Key Job Elements:

- Identify and pursue strategic opportunities for capturing volume admission sales from targeted constituencies.
- Solicit and monitor leads for Group Sales & Special Events based on revenue and attendance goals set with Marketing Manager.
- Meet or exceed goals for new and returning group sales contracts.
- In consultation with the Marketing Manager, formulate and implement proactive Group Sales & Special Events marketing campaigns.
- Maintain database and track Group Sales & Facility Rental leads, inquiries, lost business, sales revenue, and provide ongoing status reports as required.
- Develop and participate in targeted group outreach events and programs; make personal appearances to sell group tours to The Wild Center.
- Coordinate and process all phases of group contracts; book orders, secure deposits and payments for group ticket sales, group tours, and VIP tour reservations through Altru database management system.
- Establish and maintain relationships with travel, tourism, convention and meeting partners with a strong focus on Tour Wholesalers and Tour Operators.
- Achieve established group attendance targets as assigned including day of week distribution and revenue.

- Attend travel industry trade shows, FAM events, programs, sales missions, hospitality networking events and related sales activities to promote The Wild Center and develop strong positioning of group visit offerings.
- Report on customer relationships, sales forecasts, and new prospects.
- Manage or assist Marketing Manager with various sales and marketing partnerships (i.e. GoNorth, American Bus Association.)
- Manage assigned revenue and expense budgets.
- Coordinate with Admissions team to schedule and confirm Group Sales & Special Events reservations and tour requirements.
- Assure availability of private guides for all groups requesting a guided tour.
- Arrange VIP tours with approved staff and designated guides as requested.
- Working with Marketing Manager provide direction for all Group Sales & Special Events collateral production.
- Act as a Wild Center Ambassador for arriving groups.
- Coordinate special events, including securing temporary staff.
- Follow up with group sales and special event customers to determine satisfaction.
- The Coordinator will serve as a liaison between departments and the Cafe to provide BEO's, manage inventories, and oversee all payment for services when inhouse food and beverages are required for an event.
- Work cross-departmentally to book and coordinate occasional special events as needed.
- Perform other duties as requested.

Organizational Relationships

- Reports to Marketing Manager
- Supervises assigned volunteers, event staff and outside vendors
- Interacts with various levels of Staff, Visitors, Members and Volunteers

Requirements:

Knowledge

- Bachelor's Degree or an equivalent combination of education and experience in a related discipline. Marketing, communications, hospitality, arts administration, or museum studies preferred.
- 3+ years of group sales and special events experience preferably in a museum, attraction or resort setting

Skills

- Demonstrated success in the development, management, and execution of group sales campaigns
- Solid writing and speaking ability and strong interpersonal skills
- Excellent verbal communications with an emphasis on persuasion and generating action
- Demonstrated time management skills and detail-orientation
- Analytical and report writing skills

- Access and employ job related computer software (i.e. Microsoft Office, Google Docs/Drive, Blackbaud Altru) at an effective proficiency level.
- Accuracy, timeliness and strong organizational skills are essential.

Abilities

- Works independently with limited supervision.
- Adept at correspondence and other required materials in support of development activities.
- Well organized with a strong detail orientation and penchant for action.
- Customer service orientation and mindset.

Schedule: Includes weekend, evening, and holiday work. Typical work week: Wednesday - Sunday with flexibility when balancing event/Center engagements.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions. The term “qualified individual with a disability” means an individual who, with or without reasonable accommodation, can perform the essential functions of the position. While performing the duties of this job, the employee is regularly required to communicate professionally in person, over the telephone, through email and other electronic means, move about their work area, between buildings and the campus grounds, handle various types of media and equipment, move tables, chairs and other event equipment, and visually or otherwise identify, observe and assess. Requires outdoor work on our 115 acre campus including the ability to lift and move tables, chairs, cases of beer/wine and event equipment as needed. The employee is often required to lift up to 50 pounds.

To Apply

Send a resume, writing sample, and cover letter to careers@wildcenter.org or mail The Wild Center, Attn. Human Resources, 45 Museum Drive, Tupper Lake, NY 12986.

The Wild Center is an Equal Opportunity Employer.