UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Coordinator, Conference/WAJ (WPCC), Sales
DIVISION: Administration (W. Alton Jones Campus)
REPORTS TO: Assistant Director, WAJ Conferences & Special Events
GRADE: 09
SUPERVISES: Clerical, dining, janitorial and student employees

BASIC FUNCTION:

Responsible for selling the conference space and programs, overnight accommodations, and food and beverage functions for the Whispering Pines Conference Center to customers both internal and external to the University of Rhode Island. Responsible for making personal contact with potential customers, primarily through direct solicitation, as well as through telephone, walk-in and repeat business contacts to sell products and services of the conference center.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Contact existing and new accounts in the public and private sector to solicit and maintain favorable contact. Develop sales strategies to convert these contacts to actual bookings.

Develop and maintain contacts with established customer base of the conference center. Maintain accurate records to secure and renew bookings and coordinate with other staff to ensure that contracted services are promptly carried out.

Assist with the planning, developing and implementation of a marketing program for the conference center, including direct mail, collateral materials, advertising and other sales strategies. Originate new uses and markets for established products and services.

Service assigned sales accounts by negotiating, coordinating and delegating a customer's required needs to appropriate functional departments. Secure feedback from customers to contribute to improved customer service.
OTHER DUTIES AND RESPONSIBILITIES:

Prepare all required written reports detailing sales contacts, booking information, and other related material necessary to monitor progress on sales performance.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers, printers and word processing, data base management and spreadsheet software. Valid driver's license required.

ENVIRONMENTAL CONDITIONS:

The incumbent is subject to both inside and outside work and extreme cold and hot temperatures can be encountered in this position. This position requires 24 hour call back in cases of emergency and supervisory presence, when required, on all shifts.

QUALIFICATIONS:

Bachelor's degree in sales, marketing, communications, hotel management, business management or related field required. Minimum of three years of experience with direct sales, preferably in the hospitality industry, required. Must have demonstrated skill in direct sales work, a proven ability to generate sales, and must be able to work cooperatively with other staff as well as independently on sales assignments. Excellent communication skills, both written and verbal, are also required. Must be able to organize, coordinate and supervise support staff. Must be able to interpret institutional policies, plans, objectives, rules and regulations and communicate the interpretation to subordinates and others. Must be able to prepare and present detailed studies and reports to include recommendations concerning the substance of the studies and reports. Must possess strong interpersonal skills and be able to prepare and deliver oral presentations before small, medium and large groups of people. Must provide own transportation and be able to adapt to a non-standard work schedule which includes frequent travel.

ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.