

Job Code: .....100840  
Position#:.(PSA) (E)  
Developed by:.....TEP;TM  
Reviewed by:.....SG  
Approved by:.....LK  
Date:.....08/92; 9/07

**UNIVERSITY OF RHODE ISLAND**

**Position Description**

**TITLE:** Coordinator, Conference/WAJ (WPCC), Sales  
**DIVISION:** Administration & Finance (W. Alton Jones Campus)  
**REPORTS TO:** Assistant Director, WAJ Conferences & Special Events  
**GRADE:** 10  
**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, database management and spreadsheet software. Valid driver's license.

**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:**

**REQUIRED:** Bachelor's degree in sales, marketing, communications, hotel management, business management or related field; Minimum of three years of experience with direct sales; Demonstrated skill in direct sales work and proven ability to generate sales; Demonstrated ability to work cooperatively with other staff as well as independently on sales assignments; Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communication skills; Demonstrated supervisory experience; Demonstrated ability to interpret institutional policies, plans, objectives, rules and regulations and communicate the interpretation to others; Demonstrated ability to prepare and present detailed studies and reports to include recommendations concerning the substance of the studies and reports; Demonstrated presentation skills; and; Demonstrated ability to work with diverse groups/populations. Valid driver's license. Must be able to adapt to a non-standard work schedule which includes frequent travel.

**PREFERRED:** Minimum of three years of experience with direct sales in the hospitality industry.

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