



job description

JOB TITLE: Sales & Services Coordinator

DEPARTMENT: Sales

FLSA: Full-Time, Exempt

REPORTS TO: Chief Sales Officer

Position Summary

The Sales & Services Coordinator supports the Convention Sales and Sports Commission teams by delivering high-quality event servicing and providing administrative and logistical support to the sales process. This role leads the coordination and execution of hosted events, familiarization (FAM) tours, and group servicing efforts, ensuring a consistent and positive experience for clients while in market. Responsibilities also include CRM data entry, reporting support, and assisting with proposals through coordination with local vendors and partners.

Working across both Meetings & Conventions and Sports, this position plays a key role in enhancing the overall value of the destination by supporting client experience and operational execution. Through strong organization, communication, and attention to detail, the Coordinator helps enable the Sales team to secure business and drive repeat visitation through effective service delivery.

Sales & Service Support

1. Lead servicing and on-site execution for hosted events, owned events, and group programs, ensuring a high-quality and consistent client experience
2. Work with the Sales team to plan and execute familiarization (FAM) tours, including coordination of schedules, partners, and on-the-ground delivery
3. Coordinate event-related services based on client needs, including itineraries, off-site activities, transportation, vendor services, and on-site logistics
4. Serve as the liaison between local vendors, venues, and clients to ensure seamless coordination and execution of services
5. Support the sales process by sourcing local vendors, collecting proposals, and assisting with bid development and client-facing materials

6. Coordinate on-site activations such as information tables, welcome services, distribution of visitor materials and event support elements
7. Collect and maintain event-related data, including service details and post-event feedback, to support future planning
8. Maintain and update CRM (IDSS) records, with a focus on local partner and vendor contacts
9. Manage and distribute the Market Demand Calendar on a quarterly basis to local stakeholders, supporting awareness of upcoming demand and alignment across partners
10. Manage department inventory, including banners, promotional items, giveaways, tents, tables, chairs, and other event-related assets
11. Assist with coordination of volunteer needs for events, including communication and basic logistical support

Administrative Support

1. Coordinate internal and external meetings, including Team Salem and Sports Council meetings, and document key notes and action items
2. Assist with departmental organization, project coordination, and other administrative functions as assigned

Miscellaneous Requirements

1. Perform additional duties and support special projects as assigned
2. Position requires a flexible schedule, including occasional evenings, weekends, and on-site or on-call support during events, with workload varying seasonally based on event activity
3. Must possess a valid, unencumbered Driver's License and have access to a reliable vehicle
4. Ability to lift and transport materials weighing up to 35 pounds
5. Participate in Travel Salem and community-related activities as needed

Employee Signature

Date