



Office Administrator / Sales Coordinator

PT - FT

January 2024

Reports to Executive Director

Qualifications:

(Preferred Requirements) Bachelor's degree in a related field or equivalent experience and training. Word processing and general administrative support skills. Good Communication skills. Ability to portray a professional image. Ability to work as a team with Visit Bemidji staff, and members of the community. Strong organizational skills.

Job Summary:

The Office Administrator/ Sales Coordinator is responsible for promoting and selling overnight stays to Bemidji. This position generates awareness through maintaining relationships with industry providers and partners to pro-actively and continually increase group visits to Bemidji by focusing on increasing conventions and meetings. Office duties will include coordinating office activities and operations while providing clerical and administrative support to both the Executive and Assistant Visit Bemidji Directors.

Job Functions:

- Scheduled Monday – Friday for total of 30 – 35 hours weekly with flexibility
- Manage Outlook meeting scheduler and provide website updates
- Develop and maintain relationships with viable meeting planners, groups, and organizations to generate leads and/or group bookings with overnight stays
- Acquire and maintain a thorough working knowledge of the Bemidji area's tourism assets including all hotels, attractions, conference, sport facilities and services
- Take minutes during monthly board and key meetings/ interactions
- Develop and implement sales strategies, objectives and special sales projects
- Attend monthly Inn Keepers meetings and give report on upcoming conferences
- Follow up with Inn Keepers after each event to confirm # rooms booked and then provide Economic Impact to VB Board at monthly board meeting
- Coordinate and arrange site visits and tours for potential group business
- Input all leads within 24 hours of receipt, with a follow-up to the corresponding hotels sale managers, following established procedures
- Develop and maintain a good rapport with the Visit Bemidji partners
- Consistent coordination with lodging sales offices regarding leads generated, future opportunities
- Compile materials and create info/promo packs and gift baskets for groups
- Manage promo supply and office supply stock
- Interact and assist with Assistant Director on social media campaigns
- Assist Executive Director with daily office functions