

JOB TITLE: Sales Coordinator
REPORTS TO: Sales & Marketing Director

LOCATION: Durango, CO

DEPARTMENT: Tourism Marketing & Sales

Visit Durango is the official destination marketing & management organization of Durango and La Plata County. Our mission is to promote the Durango brand, to create demand in visitation and increase overnight stays in Durango and La Plata County, to support a positive visitor experience, and to drive economic impact for the benefit of visitors and local stakeholders.

Visit Durango is looking for a collaborative, outgoing, and tech-savvy Sales Coordinator who will effectively assist our Sales & Marketing team to promote Durango. This role supports an energetic and driven team, working closely with the Sales & Marketing Director.

We are a small nonprofit organization that strives to provide a culture that is supportive, fun, inclusive, and finds opportunities for growth and learning. And we love dogs! They're invited to join you in the office.

POSITION OBJECTIVES

- Support the sales team by delivering efficient and detailed work that supports the organizational annual goals
- Manage and maintain Simpleview CRM and lead distributions
- Assists with follow up, coordination, and communication with leads and accounts
- Manage and assist in Sales FAM coordination and hosting
- Manage all aspects of Sales and outreach to Visit Durango partners, serve as the main point of contact to La Plata County's lodging and venue stakeholders
- Populate and manage monthly sales reports
- Assist in social media content and posting
- Organize a digital filing system containing sales records and prepare reports
- Provide financial information to the finance department
- Develop and assist with the sale of in-house digital advertising opportunities as well as Durango Welcome Center ads with Visit Durango partners
- Represent Visit Durango and B2B and B2C trade shows, occasional travel
- Manage all Visit Durango sales services including event organization and project management, volunteer coordination, sponsorship outreach, AV assistance, transportation coordination, food, and beverage planning, permitting, etc.

ESSENTIAL SKILLS & EXPERIENCE:

The successful candidate will be committed to Visit Durango's values and mission, will be innovative, possess a willingness to learn and share experiences, and have sales experience.

- 2+ years at a DMO or CVB
- 1+ year in a tourism sales position
- Bachelor's Degree in Business, Communications, Marketing, Tourism, Hospitality Management, or related field
- Experience with Simpleview CRM or other
- Ability to work independently and in a team setting
- Excellent communication skills (written, verbal, and presentation)
- Social media marketing and graphic design skills a bonus
- Committed to Diversity, Equity, and Inclusion in the workplace and our community

WORK ENVIRONMENT:

The candidate must be based in southwest Colorado and able to commute to the Durango office five days per week. Must be able to focus in an open workspace. Position requires, talking, sitting, standing, walking stairs, lifting 25 lbs. or more. This position involves domestic travel.

EMPLOYMENT PACKAGE:

Salary Range \$19- \$22 (DOE)

Domestic relocation reimbursement may be considered for the right candidate.

In compliance with **Colorado's Equal Pay for Equal Work Act (EPEWA)** we are disclosing the compensation for this position. Factors that may be used to determine your actual salary may include your specific skills, years of experience in this field, and in comparison to other employees already in this role. A potential new employee's salary history will not be used in a compensation decision.

Generous benefits including:

- Health, Vision, Dental, and Short-Term Disability
- 17 Days of Vacation + Holidays + Sick/Personal Days

To apply, send a cover letter and resume to: Careers@durango.org by Sunday, June 13th, 2021.

NOTE: This job description is not intended to be all-inclusive. Employees may perform other related duties as established to meet the ongoing needs of the organization. Visit Durango is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex (including pregnancy), sexual orientation, gender identity, national origin, disability, marital status or status as a U.S. Veteran.