



**POSITION:** Destination Services Coordinator  
**REPORTS TO:** CVB Executive Director  
**TYPE:** Regular, Full-time  
**DATE:** May, 2022

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Located just north of Downtown Los Angeles, Pasadena offers a combination of urban sophistication and fun. Visitors stroll through Old Pasadena or South Lake for shopping and dining. They are inspired by gardens, priceless literary works and artistic masterpieces at our museums. They explore priceless architecture throughout the city. They enjoy outdoor activities such as golf, hiking and sporting events.

**JOB SUMMARY:**

The individual in this role manages destination services and implements service standards and procedures. They develop, coordinate, and direct activities for convention groups and special events for the CVB to provide quality customer service. They provide expertise on Pasadena with an in-depth knowledge of the destination, its hospitality partners, and the Convention Center.

In addition, they assist the CVB Executive Director and other Sales Managers with all sales function logistics. These include (but are not limited to) maintaining the sales tracking system; preparing periodic sales reports; preparing sales manager presentations; maintaining client files; handling travel plans and expense reports.

**PRIMARY ACCOUNTABILITIES:**

- Work with the sales team to promote the destination and services offered by the CVB.
- Responsible for managing and coordinating all clients' needs for conventions, meetings and site visits by tailoring Pasadena's features and benefits to their specific needs.
- Develop and establish professional rapport with hotel and community partners to facilitate a smooth transition from CVB sales to Convention Center services.
- Coordinate pre-planning site tours for the sales department.
- Promote the CVB and its services at local community events.
- Establish and continually update Pasadena listings for vendors, special event locations, restaurants, transportation, retail, and tour information.
- Assume responsibility for developing special events and familiarization programs as directed by various CVB departments.
- Produce monthly board report for Sales & Marketing departments.



- Support projects related to the sales tracking system and manage system data on a day to day basis.
- Conduct regular audits of data to ensure user compliance, and audit new entries to ensure operating practices are followed.
- Verify final room night numbers for CVB booked business and update the sales tracking system.
- Responsible for initiating client services letters and all other written correspondence, including the pre-convention letters, the registration/hospitality staff confirmations, and client thank you letters.
- Assist with volunteer recruitment and coordination for CVB sponsored events.
- Stay current on turnover forms from Sales when booking turns definite.
- Utilize EBMS as a tracking system for all correspondence and activities for internal/external clients.
- Work collaboratively with the marketing department to develop assets to reach target markets through sales events/tradeshows, convention pre-promotion and other activities as required
- Assist with delivery of Pasadena promotional materials to the meeting planners prior to meetings and conventions and assist with setup of onsite hospitality desk as necessary.
- Manage the tradeshow and travel schedule for the sales team. Processing the registration, booth layout and design, shipping and post show report for up to 25 events a year.
- Use partner feedback, tradeshow results and lead metrics to fine tune the Sales Travel sections of the Marketing Plan.
- Assist the Director of Marketing with oversight of the Visitor Center, development of the Visitor Guide and coordination of press events.

#### **QUALIFICATIONS:**

**Education/Training** - Must be high school graduate. Minimum two years of higher education. Bachelor's degree preferred. Must be proficient with computers, including industry related programs and databases.

**Work Experience**- Minimum two years' experience in convention or travel industry.

**Knowledge/Skills/Abilities** - Knowledge of procedures and industry standards for the operation of events at a multi-purpose complex; excellent communications both verbal and written; ability to write reports, business correspondence, procedure manuals and other documents pertinent to position duties; experience with an automated event booking system and room diagram software is preferred; Working knowledge of MS Office programs including Outlook, Excel and Word; organization and multi-tasking skills are a must.

**TO APPLY:** Each qualified candidate is invited to submit a cover letter, resume and salary history to: [resumes@pasadenacenter.com](mailto:resumes@pasadenacenter.com).

*The position is open until filled.*