

# VISIT

# RANCHO CORDOVA

C A L I F O R N I A

**Position Title:** Sales Coordinator  
**Organization:** Rancho Cordova Travel & Tourism (RCTT), DBA Visit Rancho Cordova  
**Employment Type:** Full-time  
**Preferred Education:** Four-Year Related Degree (or equivalent experience)  
**Preferred Experience:** 2+ years

**Position Description:** Under general direction from an experienced, innovative, fun and accomplished team of tourism professionals performs various administrative and sales tasks related to all programs and activities in support of Rancho Cordova Travel & Tourism (RCTT) objectives. These tasks include administrative support, public relations, constituent relations, community relations, sales, advertising, event management and promotions. Strong preference for candidates with knowledge of tourism development, sales and promotions. In addition, this position offers leadership team support and serves as the executive assistant for the Director of Sales.

**Professional Standards:** Four-year college degree or equivalent strongly preferred. Must be able to present and maintain a professional attitude and appearance. Ideal candidate must demonstrate excellent written and oral communications, strong organizational skills, and attention to detail. Must enjoy and demonstrate ability to work with people at all levels of contact. Must be comfortable with innovation and have a good degree of creativity. Applicants should demonstrate that they are a reliable and self-motivated individual. Ideal candidate should be able to demonstrate a broad knowledge of the local area, and be computer literate with knowledge of Microsoft Office programs, and able to operate a variety of standard equipment. Must be willing to travel, as needed.

**Special Licenses:** Current California State driver's license.

**Core Responsibilities:** Sales Support

- Provide support to the Director of Sales
- Coordinate and organize meetings/calls and schedules with clients and internal teams. (Including agendas, notes, follow-ups.)
- Plan for and coordinate all trade shows, exhibitions, conferences, sales missions, familiarization trips, destination analysis events, local events pertaining to sales.
- Management of leads and data within the RCTT CRM (iDSS) including account information, services, offers, listing information and partnerships.
- Assist in the preparation of regularly scheduled sales reports, newsletters and board/stakeholder communications.
- Act as point of contact for Partner Extranet support, giving tutorials and troubleshooting, as needed.
- Retain general understanding of the organization's programs to answer questions from stakeholders and clients.
- Interface with the organization's partners, tourism members, sponsors and prospects by responding promptly to all tourism and visitor service-related requests via email, phone etc. as appropriate.

- Support sales initiatives such as the FAMbassador Program and other local engagements.
- Provide support and follow up with event organizers including event promotion, event service requests and economic impact follow-up.
- Attend meetings, events, and trade shows, as directed.
- Manage brand presence at meetings, tradeshow, and events where supplies and set up may be required.
- Manage and track sales inventory including branded swag, collateral, partner swag and special event swag.
- Maintain relationships with vendors.
- General sales support, as directed.

### **General Support**

- Provide day-to-day administrative support under the direction of the Director of Sales.
- Produce and distribute correspondence.
- Handle office related tasks including answering phone calls and responding to email requests for information and mailing out collateral.
- Reconcile and submit expense reports.
- Assist with errands including visits to key and potential partners.
- Support the Director of Sales for all travel bookings including trade show supplies and shipping.
- General administrative support, as directed.

### **Preferred Qualifications:**

- Prior work history in the tourism industry is a plus, preferably with administrative and/or sales experience for a destination organization.
- Knowledge of travel trade and market trends, event planning, project management and communications is highly desirable.
- Minimum of two (2) years of sales and/or administrative experience, preferably in the hospitality industry.
- Bachelor's Degree (B.B.A./B.S./B.A.) from an accredited four-year college or university, preferably in business, hospitality and tourism management, sales, marketing or related field or equivalent experience.
- Ability to read, analyze, articulate and interpret general business periodicals, professional journals and technical publications.
- Ability to multi-task and prioritize in a fast-paced environment.
- Willingness to work occasional evenings and weekends; ability to travel as required.
- Technical proficiency with Microsoft Office (Outlook, Word, Power Point, Excel, SharePoint, Teams), standard computer skills (e-mail, word processing, database management, internet usage).

**Salary \$45,000-\$55,000**

**Healthcare plan and PTO offered. Please do not call. Contact [careers@visitranhocordova.com](mailto:careers@visitranhocordova.com) for questions and to submit your CV.**

**RCTT is an equal opportunity employer.**