

JOB DESCRIPTION

MEETING SALES COORDINATOR

REPORTS TO: PRESIDENT/CEO

PROGRAM OF WORK: Primary function is to facilitate meetings and conventions for the Bloomington – Normal Area Convention and Visitors Bureau to increase visitors to our area.

RESPONSIBILITIES:

Position is responsible for coordinating, researching, developing, and implementing convention and meeting programs.

Position works closely with Tourism Administrative Assistant and Communications Manager on group services.

Responsible for creating, reviewing, and maintaining convention and meeting event files.

Determines the needs of meeting planners and how the Bloomington-Normal Area can meet those needs.

Contacts organizers daily to influence repeat business and create new business.

Attends trade shows, host site inspections, secures bids and calls on organizers to promote Bloomington-Normal.

Provides the liaison between organizations and local accommodating facilities, hotels, and attractions.

Sets and achieves goals with the President.

Assists in developing and maintaining a positive image of the Bureau.

Assists in special projects and assignments as deemed necessary by the President.

EVALUATION: Meetings coordination, program development and relationship with community. Attaining goals as set with the President.