

JOB DESCRIPTION

SALES & MARKETING COORDINATOR

Job Title: Sales and Marketing Coordinator
Salary: \$50,000-\$60,000
Department: Marketing
Reports To: Sales & Marketing Manager
Hours: Full-time (Must be available for events, nights and weekends as needed)

Overview: Oak View Group is seeking a qualified and dynamic professional to fill the full-time position of Sales and Marketing Coordinator for the Penticton Trade and Convention Centre. Reporting to the Sales and Marketing Manager, the Sales/Marketing candidate is responsible for promoting and booking events of all sizes for the local and regional market for the convention centre.

Responsibilities include, but are not limited to the following:

- Promote the facility and the City of Penticton to all potential facility users and existing customers, with a focus on local and regional clients of all event types.
- This position supports the overall tasks related to Sales and Marketing for the facility, such as providing administrative assistance in the maintenance and data entry of the CRM, social media and website.
- Support all services and activities of the Sales Department within the facility including sales tools and materials, proposals, sales calls and contracts
- Sales processes and duties include:
 - Respond to inquiries and confirm facility users regarding rental rates and space availability for the facility, within a 24-hour period
 - Prepare written proposals and cost estimates for potential facility users, reevaluate the potential business value of various events and facility users
 - Enter and maintain facility user contact information, correspondence, and booking information into the event booking and management system; update as necessary
 - Initiate booking discussions, finalize all booking arrangements, prepare venue agreements, work orders, provide day of event management and follow-up support.
- Conduct facility tours share facility booking policies, rental rates, services and operational policies
- Provide information to and relay information between other facility departments involved in servicing events
- Monitor Social Media networks; administer the scheduling of posts, respond and communicate with followers directly via day-to-day digital marketing, including but not limited to: LinkedIn, Facebook, Instagram, Google Analytics, etc.
- Update exterior marquee and TMS digital display systems

- Update the pentictionconventioncentre.ca website using WordPress with upcoming events, photos, and venue updates, ensuring timely and accurate information.
- Assist with email marketing efforts including email design, scheduling quarterly email campaigns, campaign performance and optimization.
- Email the database with email campaigns regarding show info, pre-sales, post event surveys, etc.
- Coordinate with clients who have purchased the Venue Advertising Program to promote their upcoming events. Duties include:
 - Gather information and graphics required from the client
 - Communicate elements required from venue graphic designer
 - Coordinate with staff and update digital marquees
 - On-site social media coverage during event
 - Update 3rd party event listings with upcoming events
 - Add an event listing to pentictionconventioncentre.ca
- Travel to and represent the facility at various industry events and trade shows
- Track event progress in event booking and management program
- Assist with other duties and responsibilities as assigned.

Qualifications (educational, experience and basic knowledge requirements):

- Minimum of two (2) years of relevant experience in sales or marketing, preferably with a convention centre, hotel, performing arts facility or another multipurpose public assembly facility
- Post-secondary education from an accredited college or university with major course work in marketing, public relations, business administration, hospitality management or other related field
- Additional years of experience may be substituted for formal education
- Excellent communication skills, both written and verbal
- Proficiency in utilizing all social media platforms and analytics tools.
- Proficient in Microsoft Office (Outlook, Word, PowerPoint, and Excel)
- Basic knowledge and experience with Canva preferred.
- Familiarity with website maintenance and management, particularly using WordPress.
- Team player with strong interpersonal and communication skills with an ability to interact effectively with diverse client groups.
- Extremely organized and detail-oriented, resourceful, quick learner and able to handle multiple projects simultaneously.
- Strong verbal/written communication skills, including the ability to proofread marketing materials effectively.
- Must be adaptable with the ability to work under pressure to meet deadlines.
- Must be able to work flexible hours including nights, weekends and selected holidays.
- Demonstrated ability to follow instructions and work in a team setting.

To apply, please send your resume and a cover letter directly to ptccinfo@pentiction.ca



The South Okanagan Events Centre Complex is an equal opportunity employer.

We are committed to developing a culturally diverse workforce.