

Sales Coordinator
Job Title

Marketing
Team

Sales Administrative Supervisor
Reports To

January 1, 2013
Date

00749/SL303Y
Job Class #

7/3
Grade

DOLLYWOOD POSITION DESCRIPTION

I) **JOB DUTIES POSITION EXISTS TO PERFORM:**

1. Coordinate and administer all company and group outing activities.
2. Attend picnic outings and other assigned functions as Group Sales representative.
3. Maintain company outing process to include taking company outing reservations, processing orders and contracts, ticket order printing, shipment of tickets/collateral, handling order adjustments, food guarantees and other correspondence pertaining to company outings.
4. Work closely with customer and Finance to ensure appropriate credit or prepayment is established prior to customer's company outing function.
5. Communicate, coordinate and direct on-park activities with operations staff.
6. Provide administrative and sales support for Group Sales Managers.
7. Coordinate & administer band & choral performance program, including acting as on-site liaison during performances.
8. Ability to interact with customers in a professional & timely manner.
9. Empowered to resolve guest complaints and other situations, using best judgment.
10. Attend weekly sales meetings as scheduled and requested.
11. Additional responsibilities include, but are not limited to, answering and returning emails and phone calls, creating sales opportunities, database management, preparing and distributing weekly booking reports.

Management reserves the right to change and/or add to these duties at any time.

II) **SKILL REQUIREMENTS:**

1. High School Diploma required. College or other secondary education preferred.
2. Extremely well organized with ability to multi-task.
3. Ability to participate and conduct outing coordination meetings.
4. Superior customer service skills – great communicator – pleasant voice, accurate, consistent and detailed with the ability to speak in front of groups.
5. Accurate typing skills. Computer experience required.
6. Must use good grammar, spelling and punctuation.
7. Speak, read and write English legibly.
8. Operate a multiple button telephone, keyboard, copier, facsimile, calculator, computer, printer and postage machine.
9. Excellent memory – retention and recall.
10. Verbally communicate memorized information regarding park product.

III) PERSONALITY/ATTITUDE REQUIREMENTS:

1. Disciplined to prioritize and accomplish multiple tasks.
2. Self motivated, able to deal with fast-paced, highly interactive work environment.
3. Project Dollywood's image by being a spokesperson that is genuinely friendly, outgoing and sincere and represent the company in a positive manner.
4. Flexible, adaptable personality – accepts change easily.
5. Maintain strict confidentiality and judgment regarding privileged information.
6. Agreeable to wear and maintain assigned work wardrobe.
7. Has empowerment action as stated in Dollywood's Mission Statement.

IV) ESSENTIAL FUNCTIONS NECESSARY TO PERFORM JOB DUTIES:

1. Ability to hear, see and speak.
2. Able to read and write legibly in order to perform job duties.
3. Ability to have finger movements to write, use keyboard, computer and calculator.
4. Be able to climb and descend stairs, move around, bend, stoop, kneel reach, twist and lift 20 – 40 pounds.
5. Ability to sit and stand for long/short periods of time in indoor workstation and stand long periods of time in an outdoor location.
6. Ability to operate keyboard and computer.
7. Ability to have excellent memory retention and recall.
8. Math – ability to add, subtract, divide and multiply.
9. Able to be a good verbal communicator.
10. Ability to drive a vehicle and have a valid driver's license.
11. Able to tolerate heat, cold, humidity, wetness and sunlight.
12. Able to maintain good personal hygiene, neat appearance.
13. Able to maintain dependable work attendance and flexibility with assigned work schedules, including any required overtime, evenings & weekends.
14. Ability to work with others in a friendly, positive manner.
15. Ability to work in a fast-paced, hectic environment.
16. Able to sincerely display Servant Quality traits.
17. Able to perform other functions as assigned.