

JOB DESCRIPTION



POSITION TITLE: Office and Sales Assistant
REPORTS TO: Executive Director
FLSA STATUS: Exempt/Full Time

Our Mission

The Kankakee County Convention & Visitors Bureau (KCCVB) strives to develop and market branded Kankakee County destination experiences to enhance community economic growth and quality of life.

Position Summary

As the Office and Sales Assistant, you will have the opportunity to make a significant impact on our mission and those that travel to our destination. You will be the first impression for visitors, provide administrative support to our team, assist in selling convention and meeting business, sporting events, group sales and services, and be a local contact for our community serving as our eyes and ears.

What it takes.

As first point of contact with our guests:

- Welcome guests, whether that is in person, over the phone or via mail/email.
- Have a “find the answer” mentality.
- Stay up to date on community events.
- Perform basic reception desk duties.
- Maintain a current knowledge base of regional activities by reading current travel magazines and incoming information.
- Perform other responsibilities and special projects as assigned.

As office assistant:

- Process and distribute incoming and outgoing mail and packages (UPS, FedEx, etc.).
- Maintain brochure racks.
- Fulfill visitors’ requests for information.
- Track visitor inquiries.
- Ensure common areas are “ready for company”.
- Prepare for meetings by stocking conference room, setting up AV equipment and other prep as necessary.
- Tidy conference room after meetings conclude.
- Receive requests for donations of gift baskets and bags, send response to requestors, fulfill donation requests for gift baskets and bags.
- Coordinate the ordering, purchasing and delivery of supplies to the office.
- Communicate operational policies and procedures as necessary.
- Assist in day-to-day maintenance of the building with landlord.
- Assist in department budget preparation and control expenditures to budgetary requirements.
- Assist in stocking and visual merchandising of KaCo | The Local Exchange inventory.
- Provide retail support and proficiency in POS system.
- Provide support to team when needed.
- Perform other responsibilities and special projects as assigned.

As Sales Assistant:

- Participate in the development of sales and marketing strategies to promote the destination.
- Identify and evaluate potential growth opportunities and solicit local, state, regional and national business.
- Assist in preparation of customized bid proposals, conduct presentations and follow up as necessary.
- Attend meeting or tour services to ensure maximum guest satisfaction.
- Assist Executive Director in planning and executing cooperative programs, familiarization trips, client events, site visits and sales missions.
- Develop and maintain relationships with local partners to create and implement a sales development plan focusing on non-peak season and backyard business.
- Participate in industry trade shows and provide lead follow up and measurement.
- Represent KCCVB at various local, state, regional and national industry meetings.
- Act as liaison between KCCVB and Illinois Council of Convention & Visitors Bureau (ICCVB) niche market groups.
- Prepare analysis of sales impact, including monthly, quarterly and yearly sales reports and assist Executive Director with quarterly state grant reporting.
- Maintain and manage a database of client information, assist in distribution of group sales leads and track activity.
- Collaborate closely with communications team to develop branded digital content and targeted messaging.
- Assist in creating content for use in promotional materials and sales publications.
- Stay current on industry trends and recommend/implement changes accordingly.
- Maintain current knowledge of all hotels, venues and tourism assets in Kankakee County.
- Build and drive relationships with key internal and external stakeholders.
- Assist in department budget preparation and control expenditures to budgetary requirements.
- Perform other responsibilities and special projects as assigned.

And finally, it's not what you know, it's who you know. Maintain professional relationships with:

- Our team and board of directors.
- Industry partners, ex. hotels, restaurants, attractions, retail.
- Key contacts at local, state, regional and national levels.
- Vendors and suppliers.



Critical knowledge, skills and abilities:

- Willingness to work well in a fast-paced, “open space” team environment.
- Work hours as agreed and give advance notice of any necessary schedule changes.
- Flexibility with evening/weekend meetings and events and ability to attend as necessary.
- Ability to be exposed to all weather conditions including rain, wind, snow and extreme temperatures.
- Dress appropriately for a professional office environment.
- Ability to effectively present information and respond to questions from the public.
- Ability to interact with a variety of individuals within and outside of the KCCVB.
- Ability to deal with and solve practical problems.
- Capable of simultaneously managing multiple priorities while meeting deadlines.
- Ability to write reports, business correspondence and procedure manuals.
- Play a leadership role inside and outside the organization.
- Have a good understanding of the tourism industry and its trends.
- Have strong interpersonal skills that allow for success in a team environment.
- Possess confident communication capabilities in both written and verbal forms.
- See the big picture while being able to implement effective strategies and tactics.
- Must be able to manage own time and priorities to ensure that deliverables are completed on time, within budget, achieving the desired scope and the required level of quality.
- Must be detail-oriented.
- Must be committed to providing prompt responses to inquiries and requests and being relentless in following up until tasks are complete.
- Enthusiastically network.
- Proficient in Microsoft Office Suite; will teach CRM, point of sale software and others as necessary.
- Willingness to embrace and adhere to KCCVB standards and corporate culture.
- Must have a valid driver’s license and current automotive insurance.

Education/Experience requirements:

High School diploma or GED required. Bachelor’s Degree required from an accredited university or college and/or related experience strongly encouraged. Excellent verbal and written communication skills. Previous experience with knowledge of Kankakee County attributes, venues, hotels and attractions. Destination/tourism experience is a plus. Candidate should project professionalism and confidence while willing to roll up sleeves when necessary. Integrity, innovation, initiative and integration form the basis of all work and relationships.

Physical requirements:

- Office work: Light exertion up to 20 lbs. force occasionally and/or up to 10lbs. frequently.
- During events: Medium exertion up to 50 lbs. force occasionally, and/or up to 20 lbs. frequently.
- Perform repetitive tasks/motions.
- Ability to see.
- Hear alarms/telephones/normal speaking voice.
- Have good manual dexterity.
- Have good eye-hand-foot coordination.

I have reviewed the above job requirements and verify that I meet the minimum requirements and can complete the essential functions of this position. I agree to have a criminal background and drug check. I also understand employment is subject to a 90-day introductory period.

Applicant Name: _____

Date: _____

Applicant Signature: _____