



NEWPORT NEWS, VA  
CITY OF OPPORTUNITY

JOB DESCRIPTION  
**GROUP SALES COORDINATOR**  
(TOURISM DIVISION)  
PARKS, RECREATION AND TOURISM

Human Resources Department  
700 Town Center Drive, Suite 200  
Newport News, VA 23606  
Phone: (757) 926-1800  
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## **GENERAL STATEMENT OF RESPONSIBILITIES**

Under limited supervision, this position is responsible for developing and implementing marketing strategies to promote the City of Newport News as a meeting and social destination to a variety of group markets while increasing community awareness of tourism within the City. Reports to the Tourism Administrator.

## **ESSENTIAL JOB FUNCTIONS**

Creates scripts, coordinates, and assists with increasing community and group awareness. Assists Newport News TV and related production agencies and photographers with updating and creating photographs, videos and commercials for marketing. Develops concepts, designs, and ensures updates for published materials as well as electronic and social marketing outlets for group markets such as profile sheets, flyers, group planners, coupon books, newsletters, and mailings. Prepares a variety of required reports as required.

Interacts with the public and others outside the work unit to obtain and provide information and assistance in a variety of circumstances; presents educational information to a variety of industry, community, and civic groups as needed. Coordinates, conducts, and attends a variety of sales missions, programs, tradeshow and familiarization tours. Coordinates group and convention services.

Assists the Media Relations coordinator with media inquiries and advertorial promotional opportunities for the group market. Creates group media releases and inquiries to increase awareness of the City as a tourism destination and awareness of Newport News Tourism Development Office.

Performs other duties as assigned.

## **PERFORMANCE STANDARD**

Employees at all levels are expected to effectively work together to meet the needs of the community and the organization through work behaviors demonstrating the City's Values. Employees are also expected to lead by example and demonstrate the highest level of ethics.

## **REQUIRED KNOWLEDGE**

- **Tourism** - Knowledge of travel, tourism, marketing and sales principles, practices, advertising mediums, and techniques. Knowledge of the policies and procedures, organization and functions of the Tourism Department. Knowledge of the geographic layout of the City, including all tourist attractions.
- **Customer Service** - Thorough knowledge of principles and processes for providing customer services. This includes meeting quality standards for services and evaluation of customer satisfaction.

## **REQUIRED SKILLS**

- **Computer Skills** - Utilizes a personal computer with word processing, spreadsheet, database and related software to effectively complete a variety of administrative tasks with reasonable speed and accuracy.
- **Interpersonal Relationships** - Develops and maintains cooperative and professional relationships with employees, managers, and representatives from other departments and organizations.
- **Judgement/Decision Making** - Uses logic and reasoning to understand, analyze, and evaluate situations and exercise good judgment to make appropriate decisions.
- **Time Management** - Plans and organizes daily work routine. Estimates expected time of completion of elements of work and establishes a personal schedule accordingly. Implements work activities in accordance with priorities and estimated schedules.

## **REQUIRED ABILITIES**

- **Accounting/Budgeting** - Ability to perform arithmetic, algebraic, and statistical applications. Ability to employ economic and accounting principles and practices in the analysis and reporting of data.
- **Communication** - Ability to communicate ideas and proposals effectively so others will understand. Ability to listen and understand information and ideas presented verbally and in writing. Ability to write creatively, clearly, and concisely.

## **EDUCATION AND EXPERIENCE**

Bachelor's Degree in Marketing, Tourism, Business Administration or a related field and 3-5 years related marketing, development and research experience or an equivalent combination of education and experience.

## **ADDITIONAL REQUIREMENTS**

Acceptable general background check to include a local and state criminal history check, sex offender registry check and a valid driver's license with an acceptable driving record.

## **PHYSICAL REQUIREMENTS**

- Tasks require the ability to exert very moderate physical effort in light work.
- Some combination of stooping, kneeling, crouching and crawling.
- Some lifting, carrying, pushing and/or pulling of objects and materials of moderate weight (10-20 pounds).

## **SENSORY REQUIREMENTS**

- Some tasks require the ability to perceive and discriminate sounds and visual cues or signals.
- Some tasks require the ability to communicate orally.

## **ENVIRONMENTAL EXPOSURES**

Performance of essential functions may require exposure to adverse environmental conditions, such as dust, pollen, and traffic hazards.