



Sales & Marketing Coordinator

ROLE PURPOSE

Achieve operating performance leadership in the overall management of marketing materials, proposals and associated deadlines. Plan processes through the following actions:

- Project management of sales collateral and proposal
- Maximization of web and printed materials for the purpose of new business development
- Provide marketing support team for account management and sales teams
- Communication and teamwork

ROLE BACKGROUND

Team: Marketing

Reports To: Vice President – Account Services

Minimum Previous Experience: 4-5 years in marketing and project management

Education: College Degree preferred (or equivalent experience)
(Minimum required)

Previous Logical Role(s): Transfer, Internal Promotion, Outside Hire

Role Location and other items: M&I's Caledonia Office

Salary Grade Range: TBD

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JOB RESPONSIBILITIES

Marketing/Sales - Company and Products

- Utilize Quark and InDesign to maintain and update marketing collateral projects
- Maintain and update website content on regular basis
- Continue to develop the needed promotional pieces/inserts
- Manage upkeep of sales database
- Develop and implement regular client/prospect newsletter where utilized
- Develop themes and materials for Client Appreciation Functions/Correspondence
- Create press releases for New product/services announcements

Proposal Development/Research – Destinations, Venues, Products, Themes

- Work with all staff on proposal needs
- Stay abreast and recommend based on the latest trends in venues, products, themes
- Support any need for venue, product, themes
- Do all the above with an effort to win more business or add more services to established meetings
- Assist with the development of sales presentations
- Attend sales/proposal pitch meetings when necessary

Data Management

- Assist in the maintenance and development of new leads
- Assist in managing and maintaining follow up of leads

Print/Design Management

- Coordinate the print and creative process for both proposal and event projects, including the actual creation of invites, teasers and room drops for high end meetings, must have experience in either Quark or InDesign Software
- Assist with or lead the design process for in-house creative projects

Person profile – Sales & Marketing Coordinator

Personality: Self-driven, results-oriented with a positive outlook, and a clear focus on developing creative and informative proposal and sales associated literature for the purpose of winning more business. Must be a natural forward planner who balances multiple projects and tasks. Sufficiently mobile and flexible to travel. Eager for new experience, responsibility and accountability. Able to get along with others and be a team-player.

Specific Job Skills: Creative thinker with strong communication, customer service and intrapersonal skills to sell, motivate and inspire through email, print and web-based communications.

Computer skills: Must be fluent in use of MS Office 2000 or later, particularly Excel and Word, Internet and email as well as Quark and Powerpoint.

Literacy and Finance: Able to understand profit and loss calculations and basic business finance, e.g., cash-flow, overheads, etc. Must be a very competent business letter and proposal writer.

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Business and Selling Skills: Must be an excellent face-to-face and telephone communicator. Able to demonstrate success and have experience managing accounts, customers and contracts, particularly achieving genuine sales development.

Communication (Written and Verbal)

- Clients - Communication with the client should be clear, concise and professional at all times. Clients should be addressed with mutual respect whether top-level management or clerical staff. Establishing rapport with a client fosters additional business and a solid working relationship with the client. Remember that the client is always right.
- Peers - Communication with peers should be based on mutual respect. Striving to have effective communication among peers is essential to the overall work environment.
- Vendors - Communication with vendors should be professional. The vendors used are considered our partners and are valuable to the continued growth and success of this business.
- Management – Clear, concise and effective communication with the Account Executive Team is essential to maintaining a positive work environment. In addition, following through on directives from entire Executive Team is imperative.
- Subordinates – Communication with employees should foster an atmosphere in which employees are encouraged to communicate with their supervisors.
- Policy and Procedures- Adherence to all Meetings & Incentives policies and procedures in conjunction with all functions of this position is necessary to maintain work ethic and environment. A cooperative attitude enhances accomplishment of work assignments
- Attitude/Performance- The attitude of an employee can affect the attitudes of his or her peers. It is imperative for an employee to respect his or her co-workers. If an employee has a concern, he or she should contact the President as needed.

Working Conditions: Normal-working conditions, teamwork environment.

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