

Cayman Islands Department of Tourism

Job Description

Location: New York City
Title: Sales & Marketing Administrator
Department: National Office - US
Reports To: National Sales Manager, US

JOB SUMMARY:

Provides support services for the sales team within the field including marketing and promotional activities of the National Office of the Cayman Islands Department of Tourism. Also provides administrative and project support as needed.

ESSENTIAL JOB FUNCTIONS include the following. Other duties may be assigned.

- Serves as the primary resource and assists with the preparation, review and development of all sales and marketing presentations.
- Coordinates event scheduling (virtual and in-person), advertising coordination, collateral material development, and other activities as deemed necessary
- Gathers and synthesizes monthly reports and any other information requested of the Sales team. Compiles quarterly reports with direction from National Sales Manager.
- Assists with visual merchandising of Cayman Islands' Department of Tourism's presence at trade and consumer shows.
- Assist the representatives at various trade shows/events, as needed. This includes webinars, virtual trainings and roundtable discussion initiatives.
- Process and submit all necessary contracts and paperwork in a timely manner for events, while also ensuring that collateral and promotional items arrive on schedule and events run seamlessly.
- Ensures that National Sales schedule/calendar is accurately kept up to date on Company Shared drive. Distributes calendar on a monthly basis to select internal and external partners.
- Assists National Sales Manager in the preparation of the annual budget for sales team; monitors and prepares reports on monthly variances
- Creates or responds to the majority of correspondence from or for the sales team
- Assists with familiarization trip coordination, including creating invitations and itineraries, coordinating and booking travel arrangements, issuing documents, sending pre-arrival gifts, and communicating with participants throughout the process. Work closely with head office in Grand Cayman on itinerary details.
- Performs a variety of administrative functions such as notes and minutes keeping during Weekly Sales Team meetings and other applicable engagements. Serves as back up for answering the phone, backing up daily computerized information, etc.

- Provides advice on opportunities to increase efficiencies and effectiveness within the National office
- Conducts various projects/studies as assigned by the National Sales Manager, providing reports in a timely manner.
- Track event ROIs from sales representatives and report results to the National Sales Manager to measure value and adjust for future.
- Maintains a sales customer database; Assists in the preparation of letters, emails and miscellaneous customer correspondence
- Coordinates the preparation, review and development of all marketing materials
- May serve as the first line telephone support for National Sales Manager. Serve as secondary telephone support for the US National Office and the General Manager as directed.
- Works with the sales representatives to keep their presentations and collateral current with the proper brand logos.
- Handles administrative, customer satisfaction, internal & external communications
- Maintains current inventory of collateral material with the fulfillment center. Orders, receives, stocks and mails inventory as required
- Acts as point person for fulfillment center for all record keeping, invoicing and inventory
- Handles complaints from travel agents and consumers. Provides follow up and resolution to complaints
- Responds to phone and written requests for tourism related or general related information on the Cayman Islands
- Refers requests for collateral material from consumers and travel industry to the fulfillment center
- Identifies best vendors to provide required promotional items to support shows and events
- Works with National Sales Managers to negotiate, order and fulfill premium needs for the US.
- Serves as the point person for coordination of all prize fulfillment and auction items in US.
- Works with winners to arrange their air, hotel accommodations and any other included items to insure they have a seamless experience pre-arrival to CI
- Builds relationships with private sector in order for the prize fulfillment process to run smoothly
- Provides CRM support to sales team including database management, lead generation and email marketing scheduling and support.
- Performs administrative functions and provides other project support as needed.

JOB SPECIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Qualifications/SKILLS:

Essential:

- Bachelors Degree or Equivalent work experience
- 3-5 years work experience in the Tourism industry
- Strong collaborative skills
- Highly detail oriented with exceptional organizational skills
- Self-starter; requires strong multi-tasking skills and initiative to troubleshoot and resolve issues
- Outstanding customer service skills
- Excellent written and verbal communication skills

- Demonstrated effective interpersonal skills, ability to influence, mobilize and coordinate project activities
- Highly functional with CRM systems, Microsoft Office, Excel, PowerPoint and Outlook.
- Excellent written and verbal communication skills
- Experience with sales and marketing campaigns
- Experience with processing financial reports and expense records and reimbursements
- Some travel to other locations in the United States and the Cayman Islands.
- Routinely handle objects weighing up to 25 lbs. and on occasion may be expected to lift objects weighing up to 40 lbs.
- Availability to work and/or travel on select weekends supporting various activities and/ or planned meetings on the CIDOT US's *Event Calendar*.

Desirable:

- Work experience in a small entrepreneurial organization
- Prior experience marketing government or non-profit organizations
- Knowledge of Cayman Islands as a travel destination.

Please send resume to recruitment@caymanislands.ky

Deadline for receipt of resume: November 27TH , 2020