

Job Title: Sales Coordinator – Technical Textiles, Sewn Products, Equipment & Technology

Department: Events 100

Reports to: Sales Manager

FLSA Status: Non-Exempt

Prepared by: Human Resources

Prepared Date: January 20, 2017

Position Purpose

As a Sales Coordinator you will be responsible for exhibit space sales and exhibitor related communications for specific brands and trade shows assisting the Sales Manager in the administration and communication of effective customer support activities. As a sales professional you will perform a variety of administrative duties and sales related support.

Essential Duties and Responsibilities

Specific duties and responsibilities in the administration sales programs for MFI trade shows include the following, but the individual will also be expected to perform all the duties necessary which are customarily performed by a person holding this position. Other duties may be assigned.

Responsibilities

- Provide general sales and exhibitor related communications support for specific brands and trade shows and assisting the Sales Manager with customer support activities.
- Identify, qualify and close US exhibitor prospects for the portfolio of international and domestic events as assigned by the Sales Manager.
- Perform administrative tasks, including mailing functions, organizational projects, invoices, produce and distribute sales reports, timelines and general record keeping.
- Maintain effective sales database for relevant trade shows.
- Maintain an updated floor plan for relevant trade shows and coordinate with Sales Manager and operations team.
- Working in SalesLogix, track communications with exhibitors and follow up on invoices, payments, confirmations, deadlines, catalogue orders, ancillary MFI services and general communications.
- General exhibitor request fulfillment (specific request to be handled by Sales Manager).
- Contribute to identifying ideas on increasing show revenues through alternatives to booth and sponsorship sales.
- Coordination of services provided to exhibitors, attendees and miscellaneous projects required by Sales Manager prior to and during the onsite operation of relevant trade shows.
- Assist with Sales Managers' campaigns.

- Research and develop content for Sales Manager campaigns.
- Address exhibitor concerns, requests and questions prior, during and after trade show.
- Assist Sales Manager with the coordination, preparation and execution of sales campaigns.
- Working with Expo Cad, confirm booth placements with the Sales Manager to exhibitors.
- Assist international and domestic Sales Partners with questions.
- Assist with exhibitor registration and the production of the directory.
- Maintain industry and product knowledge and inform company of changing market conditions and competitive issues.
- Train/supervise temporary staff.
- Additional support functions in the daily communication, record keeping and strategic positioning of the shows.

Knowledge and Abilities

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed here are representative of the knowledge, skill and ability required. Under the American Disabilities Act (ADA), reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to be present in the office.
- Ability to travel.
- Ability to pass a background check and drug screening test.

Education

- BA or equivalent work experience.

Qualifications & Work Experience

- Attention to detail, strong planning and organizing skills
- Excellent written and verbal communication skills
- Proficiency in MS Office and comprehension of contact management databases
- 2-3 years of administrative office experience a plus
- Sales experience and the strong desire to develop as a sales professional

Physical Demands

The physical demands listed here are representative of those that must be met by an employee to successfully perform the essential functions of his/her job. Under the ADA, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to work long hours on-site during shows.
- Ability to sit, stand, walk, travel to shows and walk up and down stairs, crouch, stoop and reach.
- Ability to lift up to 25 lbs.

Work Environment

The work environment characteristics listed here are representative of those an employee encounters while performing the essential functions of the job. Under the ADA, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Basic office environment
- Trade show environment

The above statements are intended to describe the general nature and level of work being performed by an individual assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified.