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## Group Sales Coordinator

**Job Location:** Santa Barbara, CA

*The Group Sales Coordinator is an essential part of the larger Group Sales team. They are ready to employ their creativity and knowledge of the Santa Barbara area to craft unique and memorable experiences for our larger group clientele. The Groups Sales Coordinator is responsible for communicating the culture and services of the company, growing our Corporate & Educational group clientele, and maintaining existing relationships with partners in the Outdoor Education and Corporate Services industry. This position reports directly to the Group Sales Manager.*

### Responsibilities

#### Group and Corporate Trip Sales

- Develop proposals, contracts, and itineraries for a variety of groups & tours
- Carry out marketing strategies to attract new corporate clients
- Work closely with event planners, clients, third party vendors
- Facilitate a working relationship with local hotels to improve tourist-based clientele
- Maintain corporate client and sales records

#### Outdoor Education Trip Sales

- Cultivate relationships with local and out-of-area schools with a focus on excellent service and client retention
- Plan and execute both small day trips and large multi-day outdoor education and instructional programs to meet the needs of each individual client
- Develop contracts, proposals and itineraries for a wide range of age-groups with varying interests & focuses
- Work closely with third party vendors
- Implement Outdoor Education campaigns to attract new schools & partners
- Maintain outdoor education client and sales records

#### Related Duties

- Occasional support work in the field alongside Program Coordinators & guide staff
- Brief and debrief with staff before and after group events
- Build and maintain resources for guide training, specific to group programs
- Design and implement marketing material
- Continually grow and maintain personal knowledge of local areas and program sites
- Occasional travel to trade shows
- Provide support to front office staff in answering phones, taking reservations, and preparing materials for following-day trips as necessary
- Other duties as necessary

## Knowledge & Experience

- 1-2 years of experience working in event planning or sales
- Knowledge and understanding of the Santa Barbara and Santa Ynez areas, including waterfront, State Parks & National Parks
- Proficiency with Word, Outlook, Excel, and Google Documents
- Experience with Outdoor/Environmental Education
- Knowledge of NGSS standards is a plus
- Familiarity with online systems such as QuickBooks, Close, PandaDoc, & Zaii is a plus
- Strong passion for fostering connections between guests and immersive experiences
- Strong environmental advocacy to promote environmentalism & sustainability
- Enthusiastic about Santa Barbara Adventure Company's culture and an interest in outdoor adventures

## Skills

- Excellent interpersonal skills
- Proven ability to create amazing customer experiences in prior work
- Ability to handle multiple fast-paced projects simultaneously under stress
- Exceptional analytical and problem-solving skills, and decision making skills
- Effective & efficient verbal, written and listening communication skills
- Attention to detail and high level of accuracy
- Strong organizational skills
- Flexibility & ability to adapt/edit plans with ease
- Possess cultural awareness and sensitivity
- Strong initiative / self-starter

## Working Conditions

### Physical Demands

Group Sales Coordinator will spend long hours sitting and using office equipment and computers, which can cause muscle strain. The incumbent will also have to do some lifting of supplies and materials from time to time.

### Environmental Conditions

The incumbent is located in a busy, open area office. The incumbent is faced with constant interruptions and must meet with others on a regular basis.

### Sensory Demands

The incumbent must spend long hours in intense concentration. The incumbent must also spend long hours on the computer entering information which requires attention to detail and high levels of accuracy.

### Mental Demands

There are a number of deadlines associated with this position, which may cause significant stress. The incumbent must also deal with a wide variety of people on various issues.

The above statements are intended to describe the general nature and level of work being performed by the incumbent(s) of this job. They are not intended to be an exhaustive list of all responsibilities and activities required of the position.

We offer competitive pay, generous tour benefits, and a fun & casual work environment. Healthcare stipend, paid time off, and paid holidays are available for full-time employees.