

Meeting Sales Coordinator – Job Announcement

If you have a passion for making the world a better place and want to have a front row seat to the world stage, **USIP is the place for you.**

We are a nonpartisan institute chartered by Congress to tackle the world's toughest problems. Working in conflict zones around the world, our staff advise and support the military, government officials and community leaders – to promote knowledge and practices that prevent, mitigate and resolve violent conflict. To learn more about USIP programs and job openings go to <https://www.usip.org/about/careers>. The Institute is headquartered in Washington DC with staff working in 22 different countries, at any given time up to 20% of the staff could be deployed working in the field.

JOB BRIEF

The Meeting Sales Coordinator is responsible for quantifiable goals, in addition to planning, managing, and coordinating events with external staff, including, but not limited to, panel discussions, seminars, conferences, receptions, lunches and dinners. This position is within the Conferences, Meetings and Events (CME) department.

RESPONSIBILITIES

Meeting Planning:

- Coordinate and maintain knowledge of all conference operations, audio visual, food/beverage, guest requests, room set-ups, registration and check in procedures of all event spaces.
- Gain understanding of USIP's primary target client and service expectations; serve the client by understanding their business to offer tailored solutions both prior to, and during the program/event.
- Create BEO's (Banquet Event Orders) for events and ensure costs are accurately reflected for billing reconciliation.
- Coordinate all meeting equipment and amenity needs with the appropriate departments.
- Ensure that all conference rooms are properly maintained and prepares prior to each meeting in accordance to the BEO and standard operating procedures.
- Generate diagrams and BEO's (Banquet Event Orders) for events and ensure costs are accurately reflected for billing reconciliation. This also includes maintaining and reporting all revisions and distributing them to the appropriate departments.
- Identify and resolve problems in a timely and resourceful manner; gather and analyze information; and develop alternative solutions either independently or as part of a groups.
- Execute and support the operational aspects of business bookings (e.g., writing contracts, managing customer correspondence).
- Provide clients with support for any conference room needs while meetings are in progress.
- Coordinate with the Conference, Meetings and Events Office and its calendar to ensure availability of space for tours, monitor security details, and/or internal program schedules.
- Be accountable for maintaining a clean database system. Minimize duplicate client profiles by actively searching and merging profiles. Including, Internal tracking, reporting and distribution of

business information: weekly trace reports, leads, bookings and lost business notices, after action reports.

Meeting Sales:

- Ability to drive new business and increase the customer base. Deliver new accounts by quantifying how much new business you brought in and how this compared to others in the Department.
- Support and maintain social media campaign and marketing.
- Interface with third parties to contract NGO services for repeat business opportunities.
- Manage and track payments for USIP and third-party events including follow up.
- Develop a database of qualified leads through referrals, cold calling, direct mail, email, and networking.
- Generate diagrams and BEO's (Banquet Event Orders) for events and ensure costs are accurately reflected for billing reconciliation. This also includes maintaining and reporting all revisions and distributing them to the appropriate departments.
- Build and strengthen relationships with existing and new customers, industry organizations and brand network to enable future bookings.
- Promptly follows-up on all client needs and inquiries in an efficient and expedient manner.
- Assist in the preparation of conference center information materials, e.g., maps, information packets, floor plans for Clients.
- Conduct site inspections for prospective events.
 - Sending thank you letters following events.
 - Follow up with clients following event for client feedback.
- Under the direction of the CME Director, increase event sales revenue by following CME Sales Standards & Expectations, including: executing outbound sales call requirements to drive awareness, implementing lead generating strategies; identifying and pursuing target markets by monitoring venue and community demographics.
- Aptitude for acquisition of new sales. Average a 95% close rate and conversion rate for reoccurring revenue (upselling)
- Upsell additional lines of service i.e., AV, Valet, Internal Catering
- Promote and inform clients of promotions to increase sales productivity, and volume. As well as participation in promotional advertising.
- Produce average sales per quarter between \$80k and \$120k consistently exceeding goals.
- Manage up to 20 clients on a daily basis while reaching out to prospective clients.in accurate and detailed reports in compliance with company goals.
- High Re-solicit past local accounts, generate new business
- Set solicitation goals with the Director of Events, and meet or exceed solicitation goals and revenue goals
- Develop menus and floorplans for all Seasons' Third-Party events. Ensure BEO's are issued to Seasons' and complete all pertinent correspondence with outside clients to finalize programs
- Maintain current information on and monitor booking trends to produce forecast figures and month-end reports
- Prepare and submit required reports in a timely manner
- Comply with weekly and monthly forecasting procedures

Operations:

- Work with USIP staff members on all event arrangements and logistical planning and provide on-site staff support at meetings.
- Create in-house communications including event signage, security notifications, logistical memos, parking requests and room closure announcements.
- Document client interactions in Delphi Activities for record of account, decisions and modifications.
- Create event folders and submit work orders for events for filing and archiving systems.
- Data entry/data verification. Review and audit client entries. Review and submit invoices
- Answer telephones and qualify incoming inquiries as appropriate and directed;
- Organizes and maintains files and records; orders office supplies as needed.
- Prepare and maintain Directors' weekly binder with current event calendar as changes occur to ensure timely notice. Monitor Directors calendar and schedule department meetings.
- Serve as an information source for Clients.
- *Performs other duties as assigned.*

QUALIFICATIONS:

- Applicants must be U.S. citizens or nationals of countries listed in a U.S. Collective Defense Arrangement per the Department of State. To see a list of those countries, go to <http://www.state.gov/s/l/treaty/collectivedefense/index.htm>.
- Bachelor's Degree or equivalent preferred.
- Requires a minimum of 3 years of customer service and/or hospitality experience required.
- Minimum three years of experience in a hotel or conference center environment required.
- Familiarity and advance knowledge of BEO's (Banquet Event Orders) and Banquet Checks.
- Complete understanding of pricing and proposal models.
- Must be able to work with internal staff, high-level officials, association members, and vendors.
- Be detail-oriented with strong communications (both written and oral) and proofreading skills is a must.
- Ability to effectively manage simultaneous assignments with minimal supervision.
- Experience in dealing with an international customer base and extensive exposure and comprehension of international protocol is a plus.
- Advanced experience in Delphi Newmarket Inc. systems, typing and knowledge of Microsoft Office, to include: PowerPoint, Excel, Word, Outlook Mail & Schedule and the Internet. Personal Attributes:
- Maintain a level of professionalism and also effectively manage the expectations of everyone involved in the meeting planning process.
- Cultivates a positive environment among team members; collaborates with team to meet deadlines.
- Should be self-motivated, highly organized and able to manage multiple tasks and rapidly changing priorities independently with the ability to meet project deadlines in a fast environment.
- Punctual, dependable and dedicated to achieving operational excellence, down to the smallest of details.
- Ability to integrate quickly into a dynamic team environment.
- Exhibits a positive and involved team attitude to all departments and maintains open communications with all co-workers for the best overall performance of the department.

- Ability to develop and maintain confidentiality, tact and discretion while establishing good working relationships with people at all levels.
- Maintain a positive and responsive attitude and provide excellent customer service skills at all times.

Physical Demands:

- The work involves a combination of standing and walking responsibilities. It may involve some bending, or carrying of light items.
- Evening and weekend hours will apply.

All USIP contract and employee positions are contingent upon the favorable completion of a suitability background investigation.

Compensation is commensurate with qualifications and experience.

HOW TO APPLY

To be considered for this position, please submit a complete application package consisting of:

1. Completed employment application including titles, dates of hire and salary history.
2. Cover letter
3. Resume

For questions about this position please email recruitment@usip.org. **Do not send resumes or attachments to this email address.**

Only those applicants that are selected for further discussions will be contacted.

No Phone Calls. Interviews will be scheduled by appointment only.

USIP is an equal opportunity employer. It is the policy and practice of USIP to offer equal employment opportunities to all qualified applicants and employees without regard to race, color, age, religion, national origin, sex, marital status, disability, veteran status, sexual orientation, genetic information, HIV/AIDS status, political affiliations or belief, pregnancy, or any other characteristic protected by law.