

BUSINESS EVENTS TASMANIA

Position Description

Sales Administrator

July 2021

Business Events Tasmania (BET) is a not-for-profit sales and marketing organisation, funded in-part by the State and Local Governments, and by a member base. Our primary role is to market Tasmania as a business events destination of choice and to win bids for conferences, exhibitions and corporate/ incentive travel groups over other competing destinations nationally and internationally.

Position:	Sales Administrator
Position Type:	Full time
Place of Employment:	BET's Hobart office, 39 Murray Street or Launceston office, 76 York Street
Remuneration:	\$TBA
Reports To:	Sales Manager

The role:

The Sales Administrator role is a highly skilled one, requiring excellent communication, proactive account management, sophisticated understanding of Tasmania's business events industry and product. They will oversee the sales administration tasks including data acquisition and analysis, CRM management, and the creation of important sales documentation including bids and proposals. The Sales Administrator will work closely with BET's membership and client base to perform the duties of the role.

Key responsibilities include:

- Effectively use BET's CRM system to capture and maintain data relevant to sales and membership activity
- Intermediate data acquisition and analysis
- Bid, proposal and tender creation, in liaison with BET's client and member base
- Support the creation of site inspection itineraries
- Support the logistics of in-market sales activity, trade shows and sales calls

- Support the logistics of small internal and external meetings and events
- Other administrative tasks relating to BET's sales and membership activity
- Manage telephone and online sales and membership enquiries
- Preparation of reports and presentations.

About you:

- Previous experience working in a sales administration capacity as well as previous experience working in an administrative, data entry or customer service role
- Previous experience working in an inside sales capacity and providing strong external customer support, further to just sales processing
- Demonstrated experience in developing and maintaining solid business relationships with external stakeholders
- Intermediate knowledge of MS Office and previous experience using an in-house CRM system
- Exceptional time management skills and the ability to manage competing priorities
- High attention to detail with great written and verbal communication.