



## SALES COORDINATOR

**Salary:** Commensurate with experience

**Work Address:** Kentucky International Convention Center  
221 S. 4<sup>th</sup> St., Louisville, KY 40202

### KENTUCKY EXPOSITION CENTER

937 Phillips Ln  
Louisville, KY 40209  
Phone: 502.367.5000

### KENTUCKY INTERNATIONAL CONVENTION CENTER

221 S Fourth St  
Louisville, KY 40202  
Phone: 502.595.4381

[www.kyvenues.com](http://www.kyvenues.com)

Kentucky Venues' two major convention and exposition facilities – the Kentucky Exposition Center and the Kentucky International Convention Center – work with regional, national and international clients to host world-class events. Kentucky Venues also produces signature events annually: Kentucky State Fair, World's Championship Horse Show, National Farm Machinery Show, Championship Tractor Pull, North American International Livestock Exposition, and the North American Championship Rodeo.

### **Kentucky Exposition Center:**

The Kentucky Exposition Center is one of the largest exposition facilities in North America. It hosts some of the worlds most recognized events and trade shows with 1.2 million square feet of contiguous meeting space. There are 54 flexible meeting rooms, two arenas and 300 acres of outdoor exhibit and demonstration space which is all highly configurable to the specific needs of our clients.

### **Kentucky International Convention Center:**

The Kentucky International Convention Center (KICC) is located in the heart of Downtown Louisville and hosts a full calendar of major conventions, conferences, expositions and private events. KICC reopened in late 2018 after a \$207 million renovation yielding a multitude of eco-conscious designs and pre-function spaces featuring modern glass facades overlooking the cityscape. The facility boasts 200,000 square feet of Class A exhibit space and 52 adaptable meeting rooms.

*Kentucky Venues is governed by the Kentucky State Fair Board.*

Work schedule can include nights, weekends and holidays as required. Benefits include life, health, dental and vision insurances, free parking, paid personal and sick leave, and state employee pension.

### **Position Description:**

The Sales Coordinator performs administrative duties to support the Sales team in generating revenue and attaining commitments from and maintaining positive relationships with clients. The Sales Coordinator will collaborate with other departments and complete special project assignments relative to the promotion of the facility and will perform follow up tasks accordingly in support of the Sales team to accomplish delivery of a quality event experience to all clients and guests.

WE SET THE STAGE. YOU STEAL THE SHOW.



**Essential Functions** (must be able to perform with or without reasonable accommodations):

- Executes daily departmental operative and administrative tasks, including generating contracts, collecting deposits, adjusting leased space using Ungerboeck event management software, and managing departmental files.
- Receives incoming calls and emails and addresses accordingly, including providing venue statistics and rack pricing, scheduling site tours and i commitment for short-term bookings.
- Conducts walk-in site tours and assists with complex, large-scale site tours.
- Assists in consulting with clients to determine objectives and requisites for events.
- Assists to initiate coordination of internal and partner services for events such as catering, concessions, signage, sponsorship, AV and IT and event staffing and security.
- Drafts proposals and prepares written negotiations and letters of agreement.
- Maintains client info and event projections and actuals including, attendance, parking, room and board F&B, requisite meeting and/or booth space and financials using Ungerboeck event management software.
- Confers with clients at off-site locations as required.
- Assists in inspecting leased spaces to ensure conformation to client's requirements.
- Assists in evaluating post-event evaluations in order to determine how future event experiences can be improved.
- Generates F&B requisitions for pre-cons, post-cons, site tours and other Sales-hosted functions.
- Drafts letters, memos, reports and spreadsheets using Microsoft Office including Excel, Outlook and Word.
- Remains current in venue sales and event best practices and attends trade and industry meetings and conferences.
- Supplements front desk coverage for the Office Administrative Assistant as required (i.e. lunch and break coverage, sick days and vacation).
- Provides exemplary customer service assistance, internally and externally.
- Adheres to and exemplifies organizational core values and service expectations.
- Maintains a professional, welcoming and responsive demeanor and addresses guest inquiries, requests and concerns graciously, discreetly and with a sense of urgency.
- Performs relative duties and manages other responsibilities as assigned.

**Physical and Mental Demands** (must be met with or without reasonable accommodations to perform essential functions):

- Consistently remains stationary at a desk or within an office workstation and operates a computer to accomplish a majority of duties and assigned tasks.
- Frequently operates office devices including some or all of, but not limited to, the following: calculators, telephones, copy and fax machines and printers.
- Consistently moves about office areas to perform duties and moves about multiple acres of leasable facility space, ascending/descending steps and ramps, to conduct site tours and become familiar with event layouts in order to knowingly address guests' questions and concerns.
- Occasionally, moves objects weighing up to 25lbs.
- Consistently functions and works within a moderate-to-high pressure event-driven environment, according to a stringent schedule.

**Work Environment and Hours of Work:**

- Office setting with minimal-to-moderate noise levels as well as an event facility setting with moderate-to-high noise levels where event functions and facility maintenance are taking place.

- Generally, typical weekday hours, but contingent on facility and event scheduling, work hours may include some evenings, early mornings, weekends and holidays.
- Contingent on client and event requisites, occasionally works more than 40hpw.
- Possible limited exposure to various weather conditions, including some or all of, but not limited to, the following: rain, sleet, snow, hail, and extreme cold, heat and humidity.
- Limited exposure to high-allergen and other atmospheric elements including some or all of, but not limited to, the following: livestock and other animals, hay, dirt, dust, and exhaust fumes.
- Possible limited exposure to potentially hazard-inducing elements and applications including some or all of, but not limited to, the following: use of heavy and specialized tools, moving vehicles and mechanical equipment, electrical current, working at above ground heights using ladders, lifts or other elevating devices, and direct contact with chemicals.
- Occasionally travels locally and regionally to assist in making sales calls and attend industry meetings, trade shows, conventions, conferences and events.

### **Knowledge, Skills and Abilities:**

#### Knowledge of

- Modern and complex principles, methods and best practices of sales and marketing.
- Effective communication and dissemination techniques and methods.
- Structure and content of the English language including the meaning and spelling of words and rules of composition and grammar.
- Administrative and clerical procedures and systems such as word processing, managing files and records, transcription, designing form, and other office procedures and terminology.
- Business principles including strategic planning, resource identification, production methods and coordination of resources.
- Event industry best practices, including that of event planning and scheduling, facility management, crowd management, public safety, F&B services and AV and IT operations.
- Federal, state and local laws, codes and regulations relative to events, production and public assembly.
- Organizational and facility policies, procedures and strategies.
- Customer and guest service principles inclusive of customer needs assessment and evaluation of customer satisfaction, industry best practices and quality standards.

#### Skilled at

- Actively listening – giving full attention to what is being said, understanding points being made and asking questions for clarification.
- Communicating effectively – conveying clear and concise messages verbally, including in person, by phone, and in writing, including by email.
- Reading comprehension – understanding written sentences and paragraphs in work-related documents.
- Critical thinking – using logic and reasoning to identify alternative approaches and determine effective solutions.
- Decision-making – considering the benefits and detriments of potential actions to choose the most appropriate action.
- Complex problem-solving – identifying and assessing situational factors to determine a workable and favorable resolution to address a matter.
- Time management – to address the needs of several clients in a timely manner.
- Developing creative and alternative ideas and solutions affluently.

- Recognizing, managing and responding to sensitive information and urgent matters.
- Efficiently using Microsoft Office applications including Excel, Outlook, Word and PowerPoint.
- Meeting high standards of service and maintaining effective client relationships.
- Effectively functioning in moderate to high-pressure situations

Able to

- Understand spoken and written English language.
- Comprehend, assess, and respond effectively to oral, written and non-verbal communication.
- Apply general guidelines or directives to specific scenarios or challenges to produce sound results or solutions.
- Maintain constant attention to precise details and accuracy in communicating and implementing specified standards and directives.
- Conduct self in a professional and composed manner.
- Allocate focus among multiple tasks and activities taking place simultaneously.
- Quickly and accurately add, subtract, multiply and divide in order to offer responses regarding event elements such as facility specifications, space capacities, projections, costs per unit, profit and revenue.
- Type and operate a computer and other office devices including, but not limited to, calculators, telephones, copy and fax machines and printers.
- Effectively use, or quickly become familiar with, Ungerboeck event management software.
- Work collectively as a team member and take initiative to complete tasks working individually.

**Education and Experience:**

- High school diploma earned or equivalent required.
- Bachelor’s degree from an accredited college or university with major course work in business administration, event management or a relative field is preferred.
- At least two years of administrative or direct sales experience working for a major event, entertainment or public facility.

**Additional Requirements:**

Applicants of and employees filling this position may be required to submit to a drug screening test and background check.

**Application Process:**

Interested applicants should address a cover letter, résumé and 3 professional references to:

Blake Henry, General Manager  
 Kentucky International Convention Center

Send application materials directly to:  
[tara.suetholz@kyvenues.com](mailto:tara.suetholz@kyvenues.com)

The subject line of the email shall state “Sales Coordinator Vacancy”.

*THE COMMONWEALTH OF KENTUCKY DOES NOT DISCRIMINATE ON THE BASIS OF RACE, COLOR, RELIGION, NATIONAL ORIGIN, SEX, AGE, DISABILITY, SEXUAL ORIENTATION, GENDER IDENTITY, GENETIC INFORMATION OR VETERAN STATUS. REASONABLE ACCOMODATIONS ARE PROVIDED UPON REQUEST.*