



Education Booking and Administrative Coordinator

OVERVIEW

Under the direction of the Sales Manager, the Education Booking and Administrative Coordinator (EBC) will lead, coordinate, and perform administrative and sales activities designed to drive educational group business for Cheakamus Centre. The EBC will establish and coordinate positive relationships with public and private school, colleges, universities and the broader education community; actively participate in weekly sales meetings; and perform administrative duties to support Cheakamus Centre programs and operations as assigned. This position requires strong organizational skills and attention to detail, and the ability to manage priorities and project to meet deadlines. The EBC role is well suited for a sales-focused, tech-savvy individual with general knowledge and interest in outdoor and experiential education.

REPORTING RELATIONSHIP

Reports to: Sales Manager

HOURS AND OFFICE LOCATION

Job assignments will require working varied hours including some day and evening shifts, weekends, holidays and overnights. Generally, the office hours will be 8:30-4:30. Position is based out of Cheakamus Centre in Brackendale, BC.

PRIMARY DUTIES AND RESPONSIBILITIES

Duties and responsibilities include, but are not limited to:

- Responding to all inquiries for educational groups, including but not limited to email and phone inquiries, industry event follow ups, and online Request for Proposals; moving opportunities in a timely way through the sales process from inquiry to contract as outlined in the Sales Handbook
- Generating leads and soliciting new education accounts, as well as developing and maintaining relationships with key clients in order to grow group education business
- Maintaining up-to-date education customer accounts and booking details using Delphi contact management software, and online shared booking calendar, as outlined in the Sales Handbook
- Monitoring, tracking and reporting on available spaces in the booking calendar; targeting groups to fill spaces
- Ensuring student group number targets are consistently met to achieve revenue growth objectives and yearly budget
- Working with the Sales Manager to identify and coordinate external sales activities such as school visits, education and career fairs, teacher workshops, tradeshow, community event presentations, information booths, open houses and campus tours
- Providing input into sales collateral development and sales strategies
- Compiling and reporting out on education program data, including but not limited to financial and statistical data for 12-week planning sessions, and quarterly and annual reporting
- Performing a variety of office administrative duties to support program and operations departments, including but not limited to: compiling sales kits, coordinating trade show materials, filing, copying, scanning, maintaining office supplies and equipment, office reception, and other duties as assigned by Sales Manager
- Assisting Sales Manager with developing yearly budget based on forecasted sales, and strategies for calendar optimization
- Assisting in the creation of the annual school calendar, maintaining program delivery efficiencies and calendar optimization
- Establishing, coordinating, and maintaining positive relationships with education decision-makers, including public and private school, PACs, counselors, career advisors, school district personnel, universities, colleges, and the broader education community, with the goal to secure education group business for Cheakamus Centre
- Other program and operations related duties as required

KNOWLEDGE, SKILLS, AND ABILITIES

- Proven sales ability to attract, secure, and retain new and existing education group business to meet sales goals
- Excellent organizational, administrative and communication skills, together with an ability to deliver high-standards of customer service
- Dynamic public speaking and presentation abilities to present program information in an engaging way to a wide variety of academic audiences
- General understanding of outdoor environmental education programming and BC curriculum
- Excellent customer service, and the ability to represent Cheakamus Centre with discretion and diplomacy
- Ability to be creative, adaptable, and open to new ideas in a changing environment
- Excellent interpersonal skills

PREREQUISITES:

- 3 years proven sales experience; previous experience selling to education market preferred
- Strong computer skills; proficiency with Microsoft Office Suite and customer relationship management (CRM) software, experience with Delphi software is an asset