

# BERMUDA

## TOURISM AUTHORITY

The Bermuda Tourism Authority (BTA) is the official destination marketing organization of Bermuda. We are a dynamic, independent and entrepreneurial tourism enterprise dedicated to driving Bermuda's evolution as a world-class tourism destination.

The BTA is looking for a **Sales Assistant**.

With responsibilities based in **Bermuda** the Sales Assistant will support both the Sales & Business Development Teams in the execution of all related sales efforts including, Leisure, Group, International Sports and local events in Bermuda.

**Duties and responsibilities are varied and not limited to:**

- Administer and maintain the sports, groups, international and leisure database in CRM system and create specific contact lists for targeted mailings as needed. Maintain timely, accurate and uniform documentation of all sales records. Run accurate business review reports including prospects, leads, tentative, definite, and lost business
- Assist in arranging site visits, itineraries, accommodations, and scheduling for visiting sports organizers on behalf of the sports tourism team
- Assist with divisional budget documents, including timely trafficking of purchase requests, payments, and expense reports
- Assist with presentations and proposals preparation for sales presentations, utilizing programs such as PowerPoint, Word, Excel, and CRM
- Assist in the in the agenda/planning of relevant meetings - attend meetings to take minutes and distribute minutes accordingly
- Coordinate sales travel arrangements, events, tradeshow preparation/follow up and data entry
- Coordinate relevant National Tourism Plan working groups as assigned
- Provide back-up assistance to coordinate projects efficiently and successfully through the government approval processes for customs and immigration – including visiting journalists and film crews from public relations as well as groups and conferences from destination services
- Have a keen understanding of the BTA mission, vision, goals, and the National Tourism Plan, including key initiatives, quick wins, and timelines
- Demonstrate a complete commitment to the goals, values, and mission of BTA
- Represent the BTA professionally at company and client sponsored events
- Other duties as assigned

**The successful candidate must possess:**

- Bachelor's degree in sports marketing, communications or hospitality preferred
- 2 years' experience in a similar role
- Knowledgeable about Bermuda
- Possess excellent oral and written communication skills; must be articulate and able to communicate with enquirers via telephone, in-person, and social media channels
- Be computer literate, with proficiency in Word and Excel, PowerPoint, etc.
- Experience with CRM systems such as Simpleview is a plus
- Demonstrated results both working independently as well as in a team
- Project and Time Management experience
- Strong attention to detail
- Comfortable in a fast-paced team environment
- Evening and Weekend Availability
- Drive and ambition – willingness to take personal responsibility for delivering objectives

We invite you to submit your application online via our Employment Opportunities page at <https://www.gotobermuda.com/bta/employment-opportunities>

Applications for this position must be received no later than **February 1<sup>st</sup>, 2023**.