Position Title: Sales & Special Events Coordinator

Organization: Destination Panama City (PCCDC)

Location: Panama City, Florida – this is not a remote position and travel is required.

Employment Type: Full-time Exempt

Organizational Website: https://DestinationPanamaCity.com

OVERVIEW: Destination Panama City is a Destination Marketing Organization responsible for devising and implementing strategies to promote and market Panama City as a premier travel destination. In the midst of a city-wide rebuild, this position plays a key role in generating group business and supporting high-value sporting, cultural, and special events. The Sales & Special Events Coordinator focuses on attracting group bookings; cultivating strong relationships with tour operators, meeting planners, sports rights holders, and local tourism partners; and administering the Event Assistance Program from application through post-event closeout.

GOALS:

- Attract and secure group bookings, including sports groups, corporate meetings, reunions, religious, cultural, excursion groups, and specialty tours.
- Build and maintain strong relationships with tour operators, meeting planners, sporting rights holders, lodging partners, and other key tourism stakeholders.
- Effectively administer all aspects of the Event Assistance Program (EAP), providing professional support, guidance, documentation review, and full lifecycle processing of event applications.
- Represent Destination Panama City at B2B trade shows, consumer shows, conferences, sales missions, and familiarization tours to increase market awareness and drive new group business.
- Support the growth of Panama City's tourism economy by increasing visitation, generating overnight stays, and strengthening the annual events calendar.

DUTIES:

<u>Sales & Business Development</u>

- Develop and execute a proactive sales strategy to attract sports groups, special interest groups, meetings, tours, and other group travel markets to Panama City.
- Conduct sales calls, schedule meetings with planners, respond to RFPs, and prepare customized proposals and bid materials.
- Build positive partnerships with lodging partners, attractions, sports organizations, cultural partners, and meeting planners through active and consistent engagement.

- Coordinate group bookings with lodging partners and maintain transparent distribution of sales leads.
- Conduct site visits, hospitality partner tours, and assist with FAM tours for planners, media, and influencers.

Event Assistance Program (EAP) Management

- Serve as the primary point of contact for the Event Assistance Program.
- Guide applicants through the process, review submissions, ensure documentation compliance, and prepare recommendations for internal review.
- Track event ROI, attendance, hotel impact, spending, and required reporting to guide future funding decisions.
- Monitor and evaluate business processes, systems, and procedures to identify improvements that encourage future event planners to choose Panama City.

General Responsibilities & Collaboration

- Foster a collaborative team environment focused on exceptional service delivery to both internal and external stakeholders.
- Stay informed about industry and world events that may impact Destination Panama City's organizational goals and strategic objectives.
- Actively participate as a Destination Panama City team member by contributing to and undertaking special projects and activities as required.
- Apply analytical problem-solving and reasoning skills to identify key issues and take action to resolve concerns at an early stage.
- Develop reports, analyses, briefings, planning documentation, and other materials that support ongoing program performance.

Marketing & Creative Support

- Assist with updating or producing creative assets (ads, flyers, rack cards, social media graphics) for initiatives related to sales or events.
- Collaborate with marketing and social media teams to ensure consistent branding and messaging.

Trade Show Representation & Lead Management

- Travel for B2B and consumer trade shows to prospect new leads and maintain industry relationships.
- Manage booth logistics, appointments, show schedules, lead tracking, and timely post-show follow-up.
- Maintain accurate CRM data on sales leads, tourism partners, planners, and event contacts.
- Prepare monthly reports on sales activities, upcoming trade shows, ROI metrics, and Event Assistance Program updates.

SKILLS AND COMPETENCIES:

- Microsoft Word, Excel, and PowerPoint
- Adobe Creative Suite (Photoshop, Illustrator, InDesign preferred)
- Experience working with CRM systems
- Ability to quickly master new technology and platforms
- Excellent relationship-building abilities with hospitality partners, planners, and community stakeholders
- Strong prospecting, negotiation, and follow-up discipline
- Proven ability to think strategically
- Creative problem-solving and innovative thinking
- Experience handling confidential information in the development of events
- Basic understanding of local government structure
- Understanding of legal and contractual requirements and documentation related to event management, including risk management and assessment
- Sound experience in professional communications
- Strong research, report writing, presentation, and public speaking skills
- Self-motivated, efficient, and positive personal disposition
- Comfortable working in a fast-paced, public-facing environment
- Ability to travel frequently and work occasional nights, weekends, and holidays for events

Application packages must include a cover letter, resume, and examples of past event experience.
All materials must be combined into a single PDF and emailed
with the subject line "SSC Resume – [Applicant Last Name]"
to Jennifer@DestinationPanamaCity.com