



Group Sales Coordinator

About Our Company:

Santa Barbara Adventure Company (SBACo) is a dynamic and fun place to work for people who love to be outside and share our region's natural beauty with others.

As the premier adventure travel outfitter on the Central Coast since 1998, we operate three companies under one roof: (1) Santa Barbara Adventure Company, (2) Channel Islands Adventure Company and (3) Santa Barbara Wine Country Tours. We offer a vast variety of activities in and around Santa Barbara including sea cave kayaking at the Channel Islands National Park, kayak tours & bike tours in Santa Barbara, wine tours in Santa Ynez Valley, customized team building events for corporate groups, outdoor education programs for school children, and more!

SBACo company culture is second to none. We find strength in diversity and welcome professionals of all generations, genders, ethnicities, backgrounds, and lifestyles. We care about the environment and it's our mission to help expose others to the great outdoors and the importance of conservation.

Job Type

Full-time / Year-round

Job Location

Santa Barbara, CA (Not A Remote Opportunity)

Job Description

The Group Sales Coordinator is an essential part of the Group Sales team. They are ready to employ their creativity and knowledge of the Santa Barbara area to craft unique and memorable experiences for our larger group clientele. The Group Sales Coordinator is responsible for communicating the culture and services of the company, growing our Corporate & Educational client base, and maintaining existing relationships with partners in the Outdoor Education and Corporate Services industry. This position reports directly to the Group Sales Manager.

Responsibilities

- Outdoor Education, Group, and Corporate Trip Sales
 - Cultivate relationships with clients with a focus on excellent service and client retention
 - Plan and execute both single and multi-day outdoor education and instructional programs
 - Plan and execute adventure and team building programs for group & corporate clients
 - Develop contracts, proposals and itineraries for a diverse range of clients with varying interests & focuses
 - Work closely with third party vendors
 - Carry out sales and marketing strategies to attract new clients
 - Facilitate a working relationship with local hotels to improve tourist-based clientele
 - Work closely with event planners, sites, and third party vendors
 - Maintain client and sales records
- Related Duties
 - Occasional support work in the field alongside Program Coordinators & guide staff

- Brief and debrief with staff before and after group events
- Build and maintain resources for guide training, specific to group programs
- Design and implement marketing material
- Continually grow and maintain personal knowledge of local areas and program sites
- Occasional travel to trade shows
- Provide support to front office staff in answering phones, taking reservations, and preparing materials for following-day trips as necessary
- Manage and carry out projects to support growth and efficiency of the Group Sales Department
- Other duties as necessary

Knowledge & Experience

- 1-2 years of experience working in event planning or sales
- Excellent interpersonal skills
- Knowledge and understanding of the Santa Barbara and Santa Ynez areas, including waterfront, State Parks & National Parks
- Proficiency with Google Suite (Gmail, Google Docs, Google Sheets), Word, Outlook, and Excel
- Experience with Outdoor/Environmental Education
- Knowledge of NGSS standards is a plus
- Familiarity with online systems such as QuickBooks, Close, PandaDoc, & Zau or similar reservation system is a plus
- Strong passion for fostering connections between guests and immersive experiences
- Passion to promote environmental stewardship & sustainability
- Enthusiastic about Santa Barbara Adventure Company's culture and an interest in outdoor adventures

Desired Skills

- Proven ability to create amazing customer experiences in prior work
- Ability to handle multiple fast-paced projects simultaneously under stress
- Exceptional analytical and problem-solving skills, and decision making skills
- Effective & efficient verbal, written and listening communication skills
- Attention to detail and high level of accuracy
- Strong organizational skills
- Flexibility & ability to adapt/edit plans with ease
- Possess cultural awareness and sensitivity
- Strong ability to take initiative

Working Conditions

- **Physical Demands**
Group Sales Coordinator will spend long hours sitting and using office equipment and computers, which can cause muscle strain. The incumbent will also have to do some lifting of supplies and materials from time to time.
- **Environmental Conditions**
The incumbent is located in a busy, open area office. The incumbent is faced with constant interruptions and must meet with others on a regular basis.
- **Sensory Demands**
The incumbent must spend long hours in intense concentration. The incumbent must also spend long hours on the computer entering information which requires attention to detail and high

levels of accuracy.

- **Mental Demands**

There are a number of deadlines associated with this position, which may cause significant stress. The incumbent must also deal with a wide variety of people on various issues. The nature of the business often allows for stressful last-minute changes and challenges.

The above statements are intended to describe the general nature and level of work being performed by the incumbent(s) of this job. They are not intended to be an exhaustive list of all responsibilities and activities required of the position.

Compensation

DOE

We offer competitive pay, tour discounts for friends and family, end of season bonuses, career & training development opportunities for personal & industry growth, seasonal company-wide celebrations, and a fun work environment. Plus, our staff gets access to industry pro deals at many amazing outdoor outfitters!

Sick Pay

40 hours of paid sick leave per year. Unused sick days do not carry over into the next year.

Healthcare Stipend

\$150 a month will be paid for the employee to use towards healthcare costs (\$1,800 value).

401k

Eligible for enrollment in the company's 401k plan with 4% match starting after 1 year of employment and 1,000 hours worked.

Additional benefits are available for full-time and/or management level employees, including but not limited to, paid time off and paid holidays.

Santa Barbara Adventure Company is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, age, national origin, or disabling condition. We can only accept applicants who can legally work in the United States.