

Job Title: Sales Coordinator and Copywriter
FLSA: Part-time, 20-25 hours per week, flexible schedule
Salary: \$18/hr

Orchid Events (Orchid) provides convention housing management services in cities throughout the United States. Clients include associations, trade shows, direct selling, corporate, faith-based, and government organizations. Orchid is experiencing 15% year-over-year growth, and recognizes the importance effective messaging to support its sales and marketing efforts.

The Sales Coordinator and Copywriter role consists of regularly occurring duties that aid the Sales Department, combined with an initiative to update Orchid's sales collateral, website, and other documents.

Sales Coordinator Responsibilities:

- Provide administrative support for the Sales team in preparing sales proposals, agreements, and presentations
- Assist Sales team in responding to inquiries, website leads, other requests from clients
- Qualify leads by utilizing Member CVB databases, enter qualified leads into Orchid's sales CRM
- Facilitate Sales-to-Operations event turnover process
- Assist in maintaining Sales CRM
- Facilitate logistics for tradeshow where Orchid is an exhibitor (1-2 per year expected maximum)
- Create sales reports
- Process POs, invoice requests, business card orders, other administrative duties
- Other duties as assigned

Copywriting Initiative:

- Develop knowledge base of Orchid's business and competitive landscape
- Comprehensive review of Orchid's sales collateral, website, and other written material
- Work with management team to develop brand/voice and style guidelines
- Apply style guidelines to all content – revise/update all copy as needed
- Review website keywords/SEO, identify and implement any necessary improvements
- Ongoing consultative role to identify opportunities for effective messaging

Qualifications:

- Talented writer
- Academic background in English, journalism, advertising, or marketing
- Ability to explain, sell, and defend ideas while remaining open to feedback
- Work experience where organization and attention to detail is critical
- Technical proficiency – experience with or ability to learn rapidly: MS Office suite (Excel, Word, PowerPoint), Hubspot software, PipeDrive CRM
- Must thrive in a fast paced, fluid work environment
- Must work well under pressure
- Ability to adapt and respond quickly to shifting demands

Submit cover letter, resume, and writing sample to: Steve Gertsch sgertsch@orchid.events

Final candidates will be subject to a background and reference check. E/O/E