

International Program Coordinator -Encore Tours

Join our team and help us change lives through performance travel.

Recent college graduates welcome!

Job Summary:

If you have a passion for exploring the world, are highly organized, have a background in music/music education, excel at researching and engaging with new customers, and have a confident approach to talking to people on the phone, then this position is for you. In the International Program Coordinator (IPC) role, you will apply your resourceful, personable, and intelligent approach to engage with our existing and prospective clients. You will initiate a relationship, probe for a business need, and get the customer excited about the possibilities of a performance tour with Encore Tours.

This is a fast growth, entry-level role and a great opportunity to develop sales and marketing skills that can lead to advanced roles in both departments within our organization. This is your opportunity to establish a career in sales and marketing. You will play a key role in support of sales and marketing team members, and will share in the team's overall success. Take this opportunity to join a leader in performance travel while also advancing your career.

What You'll Be Doing:

- Inspiring music directors to travel
- Through online research, finding new music directors to reach out to and initiating the first travel conversation
- Successfully setting up meetings for the sales team (via phone and email)
- Qualifying all incoming inquiries generated through web and marketing campaign leads
- Developing engaging messaging and content that resonates with prospects, captures a value proposition, and embodies Encore Tours' core values
- Assisting Marketing with campaign development and execution
- Using marketing software tools and email campaigns to nurture prospects to the point they are ready to talk to us about travel

- Working directly with Sales team members to continue to nurture clients who have previously expressed an interest in a music tour, but have become unresponsive
- Coordinating our local event presence (e.g. conferences and receptions) and playing a key role in following up on these in-person interactions
- Keeping contact and account data up to date in our CRM database
- Working with Sales and Marketing Managers to gain insight into individual territory and key account plans and establish lead activation priorities and methods both among brand new leads and disengaged leads within our existing database
- Working with colleagues in other divisions (ACIS Educational Tours, USA/Canada division, and sports tours divisions) to find cross-selling opportunities for the music directors we work with
- Leveraging consumer-generated content to demonstrate the life-changing impact of travel and music performance

Required Education, Training, Knowledge and Experience

- Bachelor's degree in Business, Marketing, Communications, or Music Education and some experience in an inside sales role would be fabulous
- Background/experience in music performance, education, directing
- Demonstrated history in exceeding performance goals and quotas
- Experience in value-based sales/marketing methodologies
- Strong communication skills and understanding of how to identify customer needs
- Adept in using Microsoft Office applications
- Internet and research savvy using online resources
- Willingness to accept and contribute new ideas, and adapt to a rapidly changing environment
- Requires flexibility, attention to detail and fulfilling deliverables quickly

Core Skills, Competencies, and Characteristics

- Confident attitude to using the phone to reach out to potential Encore Tours music directors
- Outgoing, positive, friendly, and supportive of your colleagues

- Excellent writing skills, with a creative approach to writing engaging email copy
- Adept at researching and developing content
- Highly organized, self-motivated and able to multi-task
- Creative, self-aware, an outside-of-the-box thinker able to execute and get things done
- High levels of empathy and integrity when engaging with potential customers
- Wanderlust

Extra Credit Qualifications

- Overseas travel experience in Europe, Latin America and Asia
- Proven track record of achieving measurable goals in a sales environment
- Bilingual
- Experience using MS 365 and other CRM tools