



EDWARDS
ENTERTAINMENT
FOOD | FUN | FAMILY

Group Sales & Events Coordinator – Job Description

Summary:

We are seeking a Group Sales & Events Coordinator to support all aspects of sales operations—from booking and ticket fulfillment to event execution and sponsorship coordination. This position plays a key role in ensuring that every group, from schools, corporate outings, birthday parties and beyond, enjoys an amazing experience from start to finish. This role will act as a liaison between clients, operations team, and park leadership to create an unparalleled experience that delivers excellent guest service, client retention and assist with generating new business. This position will also assist with marketing and in-park events.

Roles & Responsibilities:

- Manages all communication and coordination between external clients, the sales team, and park departments for Group events, ensuring all arrangements and planning details are executed seamlessly to exceed group expectations
- Oversee day-of-event operations for all group events. Supervising, supporting and serving as a decision-maker to efficiently resolve client needs and on-site challenges
- Lead event setup, coordination, and breakdown.
- Maintain event supplies and department inventory
- Fulfill online Group and Birthday booking requests to ensure smooth guest experience for those utilizing “self-booking” options, including communications with in-park team to confirm bookings and services prior to guest arrival
- Leads the execution of in-park events and promotions
- Assist with social media accounts, responding to post and posting updates
- Assist with answering phone calls and following up timely
- Identifies and qualifies new leads through research and outreach, while supporting the sales process with contract preparation, booking coordination, and logistical administration.
- Processes group payments, updates booking statuses, and accurately records all events and client details within designated systems.
- Prepares and submits reports as requested to support sales and operational tracking.
- Assist with other initiatives, duties and special projects as needed.
- Be an effective park liaison through consistent communication across all departments and our corporate team.
- Provide memorable moments for our guests by being proactive, responsive, and engaged in their experience while they’re in the facility.
- Drive the achievement of park revenue goals in the areas of group sales, company outings, birthday parties, and special events

- Work collaboratively with the management team to develop and/or coordinate park promotions and marketing strategies
- We strive to be a positive staple of every community; work hard to develop and cultivate positive relationship within the local community

Desired Skills & Requirements

- Ability to enthusiastically interact with others.
- Strong character and exercises good judgment in decision-making.
- Must be professional, energetic, self-motivated, and able to motivate others, and have a positive attitude.
- Professional grooming and conduct must be constantly displayed.
- Adaptability, flexibility, and general enthusiasm for the business.
- Strong communication skills; ability to write and verbally communicate in a clear and concise manner.
- Ability to maintain and project professionalism, internally and externally, at all times.
- Ability to hold oneself accountable for high personal standards of conduct and Professionalism.
- Demonstrated ability to handle multiple tasks with effective follow-through.
- General knowledge of computers, Microsoft Office (Word, Excel, Powerpoint), Point of Sale Software, various electronic devices, and various software.
- Excellent organizational skills for keeping detailed records, reports and logs
- Ability to communicate, develop and maintain a close, effective relationship with vendors, consultants, colleagues, department managers, partners and the public

Education and/or Experience:

- Minimum high school diploma or GED equivalent
- 2+ years of experience in sales, marketing and guest service role or an equivalent combination is preferred
- Prior experience in the amusement, restaurant, entertainment industry, hospitality or high volume tourist based entertainment venue is a plus

Physical Demands:

- Ability to stand for long periods of time
- Ability to bend, squat, kneel, reach, stretch, and climb without any difficulty
- Able to lift and drag up to 25 pounds unassisted

Working Conditions:

- This role will be based in both an office setting as well as other indoor and outdoor park locations. 80% of the time is working in the office vs. 20% out in the operations assisting events.
- Subject to frequent interruptions and requests that may require reprioritization of activities.
- Subject to high noise levels, flashing lights, and heavily populated environments.

Schedule:

- Must be available to work weekdays, select evenings, select weekends and holidays
- Must be willing to work overtime when needed
- Typical week will vary depending on business needs and peak seasons
- During busy season weekends and holidays are required.
- Must be available during school breaks such as Christmas Break and Spring Break weeks.
- PTO Days and vacations need to be pre-approved and planned in advance

Work Location:

- The Fun Station Adventure Park

Benefits

- This is a full-time, hourly position
- Health Insurance Allowance
- 401K Program
- Paid Time Off
- Free Food & Drink
- Free Tickets and various other team member discounts.

Disclaimer

The above job description is meant to describe the general nature and level of work being performed and is not intended to be construed as an exhaustive list of all responsibilities; duties and skills required for the position and may change as determined by the needs of the company.

Edwards Entertainment Company & The Fun Station is an Equal Opportunity Employer. We recognize that people are our finest assets. It is our policy to provide equal employment opportunities to all individuals, regardless of race, creed, color, religion or belief, national origin, sex, ancestry, age, marital status, veteran status, disability, medical condition, gender identity or sexual orientation or any other classification protected by law.

PRINT NAME _____

SIGNATURE _____

DATE _____

GENERAL MANAGER SIGNATURE _____ DATE _____



EDWARDS
ENTERTAINMENT
FOOD | FUN | FAMILY