PEEC
Pocono Environmental Education Center

Where Learning Comes Naturally

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**Pocono Environmental Education Center (PEEC)**
**Sales Coordinator**

Position Description

PEEC is seeking a goals-driven team member to meet or exceed a sales portfolio focused on booking group use of PEEC's environmental education facility. Through strategic investments in relationship building with school contacts, administrators, partners, and community-led or professional organizations, the Sales Coordinator ensures the delivery of PEEC's mission to advance environmental education, sustainable living, and appreciation for nature through hands-on experiences in a National Recreation Area. An exceptional candidate has a successful background in hospitality, sales, and project management. Knowledge about and passion for experiential learning, the benefits of being outdoors, and the importance of hands-on, immersive learning is preferred.

**BROAD FUNCTION**

The Sales Coordinator reports to the Chief Executive Officer and works closely with the Chief Financial Officer and Chief Operating Officer (collectively, the Leadership Team). This role requires an individual who is personable, exceptionally organized, and equipped to engage with various types of groups (schools, scouts, organized youth groups, families, and professional organizations) to secure a year-round calendar of mission-aligned group bookings.

The Sales Coordinator is responsible for a complex portfolio of group bookings that may include day use, overnight, in-classroom education programs, and tabling events. Bookings may be fee-for-service or grant subsidized, and this role requires full understanding and discernment about options that meet both PEEC and the group's expectations.

Potential for compensation above the baseline portfolio includes prospecting to fill vacancies in the annual calendar and expanding PEEC's environmental education mission to wider audiences through proactive efforts.

**PRIMARY RESPONSIBILITIES**

- Meet with the Leadership Team regularly to ensure group bookings align with financial, operational, and philanthropic needs of the organization.
- Develop and maintain relationships with group leads and deliver creative, persistent, and proactive efforts focused on building momentum and working around hurdles in the sales activity pipeline.
- Serve as the initial point of contact for all group bookings, delivering clear and effective communication and documentation to ensure complete contracting details are available to both the group and across internal departments.
- Conduct sales calls to group leads through phone, email, hard copy mail, and in-person visits. Some travel to connect with schools is required.

- Utilize an existing database of group contacts and marketing assets to deliver proactive and consistent communication to group leads. Maintain records of group contact information and participation metrics.
- Support group retention and rebooking by connecting with group leads during their visits and post-visit through timely follow-up. Support efforts to request input from groups about their experience.
- Prospect group leads through mail and phone solicitation, social networking, and a referral network.
- Utilize secured grant funding to support financial needs of groups, to fulfill grant requirements, and to leverage subsidies to increase group revenue. Work with the Director of Development to track grant funded group expenditures and metrics. Request and track group identified grant funding needs to be incorporated into funding applications.
- Schedule and conduct tours for group contacts. In lieu of on-site tours, offer virtual meetings to provide information to group leads, administrators, parents, and decision makers.
- Contribute to marketing efforts. Serve as a representative for the organization at exhibits and events. Provide content for newsletters, social media posts, press releases, and other public facing materials.
- Assist with front office customer service duties when needed (speaking to visitors, answering the phone, helping customers in the bookstore).
- Attend biweekly department meetings and monthly staff meetings. Provide monthly sales activity tracking reports for the Leadership Team and quarterly reports for the Board of Trustees.
- Contribute to a positive, professional work environment and support cross-departmental collaboration and communication.
- Perform other duties as assigned.

**DESIRED EXPERIENCE & QUALIFICATIONS**

- Goals-oriented, self-motivated, highly organized, team player with exemplary customer service standards who thrives in a fast paced, do-it-yourself, non-profit environment.
- Exceptional analytic, writing, and oral communication skills.
- Strong project management skills and a demonstrated ability to manage multiple priorities and deadlines simultaneously.
- Demonstrated experience in the sales or hospitality industry with a focus on understanding group needs and interests that helps deliver a custom experience while balancing organizational goals and capacity.
- Comfort working with contracts, budgets, and multiple stakeholder relationships.
- Bachelor's degree in education, marketing, sales, hospitality or a related field with experience in outdoor or environmental education preferred.
- Proficiency with shared office productivity tools, calendars, and database systems.
- Ability and willingness to work evenings and occasional weekends.
- Always maintains a professional image and appearance.

**COMPENSATION**

This is a full-time, exempt position with the opportunity for performance-related variable compensation. Base salary commensurate with experience. Additional benefits include accrued paid sick and vacation time off, 75% employer-paid medical insurance, 403(B) program with employer match of up to 7.5%, and eligibility for dental and vision insurance, short-term disability, and life insurance.

**POSITION START DATE**

The start date of this position is flexible, but the applicant should be available to start by January 1, 2026.

**TO APPLY**

Interested candidates should apply via email by sending a resume and cover letter identifying qualifications that match the position criteria and describing what they will bring to the role. The email should be sent to PEEC@PEEC.org with the subject line "PEEC Sales Coordinator Search – LAST NAME." Application review will continue until the position is filled. Final offers of employment are contingent upon the successful completion of a background check that includes employment history, national criminal background check, national sex offender registry search, and a driving history check.

**ORGANIZATIONAL BACKGROUND**

Pocono Environmental Education Center (PEEC) is one of the largest overnight and day environmental education centers in the US. For over 50 years, PEEC has provided outstanding environmental education experiences with a focus on overnight and day-long, immersive, hands-on programming for students from Pennsylvania, New York, and New Jersey. PEEC offers nature, STEM, and recreational programs for school groups, families, adult learners, and professionals. The entire educational experience at PEEC is place-based with the Delaware River watershed, the trails, and the sustainable campus being an integral part of the teaching experience. PEEC is an independent 501(c)3 non-profit located in Northeast PA, within the Delaware Water Gap National Recreation Area, and serves as an education partner of the National Park Service. PEEC's mission is to advance environmental education, sustainable living, and appreciation for nature through hands-on experience.

**EQUAL OPPORTUNITY EMPLOYER**

PEEC is an Equal Opportunity Employer. Our effectiveness is enhanced when equity and inclusiveness are practiced and protected throughout our organizational governance, culture, and staffing. Recruiting and retaining a diverse workforce is a high priority at PEEC. PEEC does not discriminate on the basis of race, color, national origin, religion, sex, gender, gender expression, gender identity, sexual orientation, physical or mental, disability, military, genetic information, ancestry, marital status, age, citizenship, or any other basis prohibited by law in any of its policies, programs, or operations.