

W.C. Workshop Inc.

Job Description

Job Title: Conference Center Sales & Event Planning Manager
Department: Conference Center
Reports To: Executive Director
FLSA: Exempt
Revised Date: May 2018

Summary: The Sales Manager is required to meet and exceed sales goals by prospecting and engaging with potential clients to utilize the conference center for meetings, business events, social events, celebrations, weddings, seminars, tradeshow, etc. The position is responsible for generating leads, both social and corporate, following up, and ultimately booking the sale, in addition to promoting all Tamarack events and amenities. This position will include some evenings, weekends, and holidays.

Essential, Primary and Team Functions of the Job - The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable applicants with disabilities to perform the essential job functions. The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties:

Essential Functions:

- Enthusiastically promoting the Tamarack mission, specifically as it relates to the promotion of the Tamarack Conference Center.
- Proactively prospecting, traveling and seeking new business within our regional market. Travel may include overnight stays.
- Maintaining and enhancing repeat business by upselling to maximize revenue.
- Achieve or exceed sales revenue goals.
- Engages with the Motor Coach industry to solicit group travelers to visit Tamarack for shopping, planning group tours, events, luncheons, etc.
- Work cohesively with the Executive Chef and F&B Director to plan, strategize and execute all events confirmed via the conference center and event planning department.
- Maintain and keep a consistent form of communication with each client from beginning to end of event. Follow up after the event for repeat business.
- Collect and analyze information within the conference center industry to keep Tamarack a leading and trendy place to host events.
- Resolve client concerns, complaints, requests by providing solutions to benefit the client and Tamarack.
- Meets team and individual sales targets established by Executive Director.

ALL PERSONNEL ARE AT WILL EMPLOYEES

- Working with Reserve software to maintain database to track sales leads, contacts accounts for future business.
- Establish, execute and cross train associates on Conference Center/ Catering of sales organizational structure and procedures.
- Activities include sales calls, entertainment, FAM trips, trade shows, etc

Primary Functions of the Job

- Maintain client and conference center sales records, answering phones and providing reception, typing correspondence, responding to email, filing, fulfilling request for information, maintaining office supplies and other general office duties.
- Develops and builds relationships within communities to strengthen and expand customer base for sales opportunities.
- Responsible for driving customer/guest satisfaction and loyalty by delivering service excellence throughout each customer/guest experience in order to grow the account on behalf of Tamarack.
- Understands the overall market - competitors' strengths and weaknesses, economic trends, supply and demand etc. and strategize to beat the competition.
- Actively participates in all Tamarack events as a team member of Tamarack staff, which could include holiday events.
- Ensures business is turned over properly and in a timely fashion to staff for proper service delivery, including meticulous detail of client needs, arranging of food and beverage, audio visual, facility needs and any other client requests.
- Duties will include working with space requirements, scheduling of events, equipment rentals, tastings, menus, invoicing, theme concept/decorating, completion of and distribution of BEO's and appropriate changes and servicing the client as necessary all while working cohesively to all departments.
- Corresponding with all departments to ensure no double booking of retail, theater, food court, gallery or outdoor areas.
- Inspect rooms, prior to event, to ensure they conform to planned layout and meet all client requests.

Conference Center Team functions of the job – full working knowledge and the ability to execute in the absence of your conference center team member(s):

- Books, schedules and manage food voucher sales and distribution for all bus and group tours.
- Work cohesively with Marketing and Events Director to assist and participate in the execution of Tamarack special events. For example: Dinner Theatre, Easter buffet, Mother's Day buffet, Thanksgiving take out, Christmas events.

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- Responsible for conference center billing, reports, forecasts, schedules and coordinated departmental communication and overall Tamarack event calendars.
- Maintain, execute and comply with all Conference Center & Event Planning organizational structure and procedures.
- Create, post and update all event signage, daily, throughout Tamarack created and provided by the marketing department.
- Other duties as assigned.

Supervisory Responsibilities

Supervision of the Conference Center team.

Skills & Abilities

- Exceptional sales skills
- Must be a team player to work with all Tamarack staff
- Ability to work weekends, evenings, holidays & shift work
- Supports organization's goals and values
- Ability to develop menu, event coordination, BEO origination and food concepts.
- Ability to follow instructions, both oral and written, with little or no supervision.
- Outstanding verbal and written communication skills.
- Strong attention to detail.
- Robust communication skills via telephone, email and video communication

Education and /or Experience

- Bachelor's degree in Hospitality
- Minimum of four years in sales and event planning experience
- Proven sales success in meeting or exceeding goals.
- Strong area market knowledge of meetings and business needs and clientele.
- Experience with Reserve software preferred but no required.
- Strong computer skills using Microsoft Office.
- Showcase a willingness to approach new business with ease and an outgoing personality.
- Ability to maintain and energetic and positive attitude to meet and exceed goals.

Physical Demands

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The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individual with disabilities to perform the essential functions. While performing the duties of this job, the employee is required to:

- Frequently required to stand, walk, talk, hear and drive
- Frequently required to reach with hands and arms
- Occasionally required to sit, use hand to finger, handle or feel
- Occasionally climb, balance, stoop, kneel, crouch, or crawl
- The employee must frequently lift and/or move up to 25 pounds

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, the employee may occasionally be exposed to toxic or caustic chemicals. The employee may occasionally be exposed to fumes or airborne particles, dirt, water, noise and heat.

Employee Signature

Date