

# JOB DESCRIPTION

## SALES and EVENT MANAGER



Facility Name:	<b>VENUWORKS OF CHESAPEAKE LLC, CHESAPEAKE CONFERENCE CENTER</b>
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### JOB INFORMATION

Job Title:	Sales and Event Manager	Department:	Conference Services
Reports To:	Senior Sales Manager	FLSA Status:	Exempt <input checked="" type="checkbox"/> Non Exempt
Prepared By:	Deborah Malenda	Date Prepared:	May 23, 2022
Approved By:	Donna M. Cannatella	Approved Date:	May 26, 2022

### Summary

The Sales Manager leads and manages sales and event coordination activities supporting the Senior Sales Manager for markets as assigned. This position solicits new accounts in the Socials Market while simultaneously retaining and growing business from current clients. The Sales Manager frequently collaborates with the Sales, Marketing, and Events teams, and performs tactical sales activities including travel to develop new relationships, bookings, and achieve overall goals within designated market segments. The Sales Manager will give great attention to detail, coordinating multiple sales tasks and events while maintaining high standards of customer service.

### Essential Duties and Responsibilities

1. Represent the Center in the Socials Market as well as other markets as assigned by the Senior Sales Manager.
2. Attend local trade shows to increase presence and bookings.
3. Enhance opportunities within designated events and markets to increase building profile.
4. Achieve individual goals for the Socials Market and contribute to overall Sales Team requirements and associated revenues.
5. Consult with prospective clients through appropriate mediums to build a relationship throughout the sales process while creating a positive experience.
6. Completes rental agreements between facility and client by obtaining appropriate information from the client including event type, budgeting, room requirements including but not limited to equipment, and creating diagrams/BEO's (in Social Tables) with technical requirements, event timeline, insurance certificates, catering menus and front of house staff requirements. Assures that event set-ups are in accordance with clients' agreements, safety, fire and health codes and procedures.
7. Provide event coordination coverage for all social events and other events as assigned by Senior Sales Manager.
8. Answers incoming inquiries for weddings and manages this prospect list maintaining regular communication with prospects.
9. Point of contact for client upon arrival through the entire event for all social events and other events as assigned by Senior Sales Manager.
10. Maintain Center pricing guidelines, rules, and regulations, booking policies, and applicable Center partner/contractor practices to ensure competitiveness through sales process.
11. Frequently collaborate with third parties (AV, decorator) and VenuWorks Internal Teams (culinary, administration, operations, sales and accounting) to ensure optimal results.
12. Maintains documentation in CRM software (Ungerboeck/USI), including but not limited to proposals, quotes, correspondence, and contracts.
13. Schedules and tracks events in Ungerboeck/USI system in an accurate and timely manner for upcoming events and room inventory to maximize room usage.
14. Required to serve as Manager on Duty (MOD) for all social events and other events as assigned which includes nights, weekends, and holidays.
15. Perform other duties and/or special projects as assigned.

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### **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. A basic knowledge of business management practices and procedures.
2. Ability to compile and maintain records for payroll, personnel scheduling, and event schedule.
3. Knowledge of procedures and requirements of the conference business to ensure good relationships with clients and patrons.
4. Ability to exercise sound judgment and make proper decisions in handling incidents at all types of events.

### **EDUCATION and/or EXPERIENCE**

1. Bachelor's degree (B. A.) from four-year College or University in management, hospitality or business-related field is preferred.
2. Prefer a minimum of three (3) years' experience in hospitality/event management or related field.
3. Other combinations of experience and education that meet these requirements may be substituted.

### **CERTIFICATES, LICENSES, REGISTRATIONS**

1. Applicant must possess current, valid driver's license and a current telephone number that can be accessed by building management personnel for business contact purposes

### **LANGUAGE SKILLS** (at a minimum)

1. Ability to speak and understand English.
2. Ability to read and interpret documents such as instructions, policies and procedures.
3. Ability to write routine reports, business correspondence, and procedure manuals.
4. Ability to deal effectively and courteously with the public.
5. Ability to effectively present information and respond to questions from groups of managers, clients, and customers.

### **REASONING ABILITY**

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form; ability to remember previously learned material such as specifics, criteria, techniques, principles, and procedures; ability to grasp and interpret the meaning of material; ability to use learned material in new and concrete situations; ability to break down material into its component parts so that its organizational structure can be understood; ability to recognize casual relationships, discriminate between behavior mechanisms, and identify elements that are relevant to the validation of a judgment; ability to put parts together to form a new whole or proposed set of operations; ability to relate ideas and formulate hypotheses; ability to judge the value of material for a given purpose on the basis of consistency, logical accuracy, and comparison to standards; ability to appraise judgments involved in the selection of a course of action; ability to identify choices and potential outcomes, determine importance of outcomes, combine information to prioritize options and make decision based on best and most important choice.

### **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position.

1. While performing the duties of this job, the employee is regularly required to reach with hands and arms, talk or hear, and taste or smell.
2. The employee frequently is required to stand; walk; sit; and use hands to finger, handle, or feel.
3. The employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl.

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4. The employee must regularly lift and/or move up to 25 pounds and frequently lift and/or move up to 50 pounds.
5. Specific vision abilities required by this job include close vision, distance vision, color vision, and ability to adjust focus.

### **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is occasionally exposed to moving mechanical parts and risk of electrical shock. The noise level in the work environment is usually moderate.

### **CONCLUSION**

The above statements are intended to describe the general nature and level of work being performed by the person assigned to this position. This is not an all-inclusive list of responsibilities, duties, and skills required of personnel so classified. Further, this job description is not intended to limit or in any way modify the right of any supervisor to assign, direct, and control the work of any employee under his/her supervision. I understand that employment is at the will of the employer and either the employer or the employee may terminate the employment with or without cause at any time.

I have read and understand this Job Description and confirm that I meet the minimum requirements and can perform the essential duties and responsibilities as listed herein.

Employee Signature:		Date:	
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