

JOB DESCRIPTION

CATERING SALES MANAGER



Facility Name:	VENUWORKS OF CHESAPEAKE LLC – CHESAPEAKE CONFERENCE CENTER
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JOB INFORMATION

Job Title:	Catering Sales Manager	Department:	Sales
Reports To:	Director of Sales & Marketing	FLSA Status:	Exempt <input checked="" type="checkbox"/> Non-Exempt <input type="checkbox"/>
Prepared By:	Deb Malenda	Date Prepared:	January 24, 2024
Approved By:	Angela Bohlen	Approved Date:	February 1, 2024

SUMMARY

This position shall pursue new market opportunities to increase event sales, manage event information, coordinate event functions, and supervise patron services for all banquet, meeting, and wedding reception events. Coordinates scheduling and supervision of facility contract services. Direct part-time staff and volunteers. This position may exceed 40 hours per week and requires the ability to work flexible hours, including evenings, weekends, and holidays.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

1. Understand the target market segment(s) and sales plan (by segment, year, and month) for achieving the established sales booking goal. Identify prospects, set appointments, and make effective sales calls to achieve monthly and annual sales quotas.
2. Continually upsell the client with themes, décor, menu selection, space planning over and above the contracted food and beverage minimum and to deliver the desired experience.
3. Establish lead sources for each target market segment and develop solicitation plan to meet weekly sales activity quotas: calls, site visits, and outside calls.
4. Report progress punctually and proactively to the Director of Sales & Marketing.
5. Clearly document leads, activities, and other pertinent information in sales system (USI). Gather accurate event information contained in computer databases to update records, files, space utilization and event setups to efficiently communicate to staff and answer inquiries from clients in a timely and efficient manner.
6. Prepare and manage sales related documents throughout the sales process including the timely issuance of contracts, estimates, event profiles and post event summaries.
7. Work with the Event Coordinators as needed, to ensure that facility commitments are met, and client's needs are exceeded.
8. Cultivate sales relationships with contacts identified as realistic sources of business.
9. Actively participate in sales presentations, property tours and customer meetings.
10. Professionally represent the Conference Center in community, at industry organizations and events and while entertaining clients.
11. Lead special projects and other responsibilities as assigned.
12. Keep the Director of Sales & Marketing informed on all event negotiations in an efficient and timely manner.
13. Participate in the development of annual budgets; monitor and manage on-going event services expenses within the budget.
14. Attendance during regularly scheduled hours.
15. Ability to work a varied schedule, which may include weekends and evenings.

SUPERVISORY RESPONSIBILITIES

Directly supervises employees in the Event Services, including patron services. Carry out supervisory responsibilities in accordance with the organization's policies and applicable laws.

Responsibilities include training employees and volunteers; planning, assigning, and directing work; appraising performance; addressing complaints and resolving problems.

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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. Experience as a Sales Manager, Catering Manager, Convention Services Manager, or similar position with specific focus on floor space, food and beverage sales.
2. A basic knowledge of business management practices and procedures.
3. Ability to adhere to the highest standard of confidentiality and discretion.
4. Ability to exercise sound judgment and make proper decisions in handling incidents at all types of events.
5. Ability to communicate in a clear and concise manner, both orally and in writing.
6. Ability to properly train all event employees in handling crowds and the public for the events scheduled at the facility.
7. Proven ability to deal in a professional and cordial manner with the public attending events.
8. Ability to plan, service and supervise a variety of events with the assistance and cooperation of other staff members.
9. Ability to anticipate equipment, audio/visual, staffing, and other needs for individual events.

EDUCATION and/or EXPERIENCE

1. Bachelor's degree or 2-years College or High school diploma or equivalent (GED); 2+ years of related experience (Hotels/Conference Centers Preferred) and/or training; or equivalent combination of education and experience.
2. Requires thorough knowledge of the practices and procedures of the catering, food & beverage, and hospitality professions.
3. Requires knowledge of the conference center's policies and procedures and the ability to determine course of action based on these guidelines.
4. Requires ability to investigate and analyze current activities and/or information involving readily available data and indicating logical conclusions and recommendations.
5. Must possess communication skills in terms of the ability to negotiate, convince, sell and influence professionals and/or conference center guests.

CERTIFICATES, LICENSES, REGISTRATIONS

1. Must possess a current valid driver's license and a current working telephone with a number that can be accessed by management personnel for contact purposes.

LANGUAGE SKILLS

1. Requires an outgoing, articulate personality with well-developed communication skills and personal poise.
2. Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations.
3. Ability to write reports, business correspondence, and procedure manuals.
4. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the public. Ability to engage in public speaking.
5. Ability to speak and understand English.

COMPUTER SKILLS

To perform this job successfully, an individual should have knowledge of Spreadsheet software and Word Processing software.

1. Experience with Event Software, Microsoft Office, Google Docs, Meeting Matrix, and Social Tables strongly preferred.
2. Knowledge of CRM platforms preferred.
3. Operate modern office equipment including computers, phones and copy machines.

MATHEMATICAL SKILLS

1. Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume.
2. Ability to apply concepts of basic algebra and geometry.

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SKILLS and ABILITIES

1. Must be a Team player and be able to work in a fast-paced environment Excellent interpersonal and communications skills, oral and written.
2. Ability to prioritize tasks and to handle multiple tasks at a time.
3. At least two years progressively responsible experience, preferably with a major convention facility.
4. Attention to detail and follow through.

REASONING ABILITY

1. Ability to maintain a calm, composed presence in an often fast-paced environment where multiple tasks, events and stimulus may occur simultaneously.
2. Ability to define problems, collect data, establish facts and draw valid conclusions.
3. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form, dealing with both abstract and concrete variables.

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 job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. While performing the duties of this job, the employee is regularly required to talk or listen.
2. The employee frequently is required to stand, walk, and sit.
3. The employee is occasionally required to use hands to finger, handle, or feel and reach with hands and arms.
4. The employee must occasionally lift and/or move up to 10 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.

1. While performing the duties of this job, the employee is occasionally exposed to outside weather conditions.
2. The noise level in the work environment is usually moderate and occasionally loud.'

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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