



Group Sales & Events Manager

Position Description

DESCRIPTION

The primary responsibilities of the Group Sales & Events Manager is to generate revenue through sales and maintenance of clients for special events including weddings, banquets, corporate retreats & seminars, social events and parties, and to solicit, develop and maintain banquet/catering business in a profitable manner, utilizing function space and guest rooms offered by all 3 of our luxury boutique hotels.

The Group Sales & Events Manager is a year-round position, requiring flexibility due to “real time” and working hours outside of the regular work week for event planning, management, networking and sales calls. This position must maintain high standards in customer satisfaction and reputation, and consistently provide a high level of exposure of the hotels through direct sales solicitation, telephone contact, written communications and involvement in the community. Being the face of our hotels, along with our management team at the local and regional level is essential.

RESPONSIBILITIES

Responsibilities would include, but are not limited to:

- Solicit, negotiate and book new and repeat business through various efforts including prospecting, site tours, sales blitzes, prompt and competent follow-up on leads/referrals, and networking in order to maximize room revenue to meet and/or exceed sales and revenue goals;
- Develop and continually enhance relationships with key accounts, business and travel industry accounts, community organizations and professional associations to maintain high visibility and increase market share;
- Conduct telephone prospect calling on a myriad of databases of social catering opportunities, past group accounts, leads, and those accounts which you may know and we do not and anything else you can think of to generate more group and event sales business;
- Serve as the point-of-contact for weddings the day of the event, acting as an in-house Wedding Coordinator;
- Use effective sales techniques to upsell groups to higher end and/or additional revenue opportunities;
- Successfully and consistently achieve minimum weekly sales activities requirements. Track all weekly sales activities including goal-to-current production status using Excel spreadsheets;
- Oversee all social and business group bookings, to include developing contracts and other related collateral, negotiating rates and deposits, and ensuring quality and consistent client/group follow-up, communications and correspondence utilizing our property management system (PMS), roomMaster by InnQuest;
- Be on site and available during high profile events, and follow up with clients after events to gain insight to improve future events and ensure guest satisfaction;
- Attend trade shows related to wedding, corporate and travel & tourism groups as needed, and travel as necessary to complete in-person sales calls and presentations to customers within the New England region;
- Work closely with the Director of Hotels & Marketing to help guide marketing and advertising for promoting corporate and social groups, assist in updating website and developing content for email blasts and other forms of internet marketing to regularly promote group sales and events;
- Work with our Food and Beverage Director, General Manager and others to schedule/coordinate F&B needs, and personnel requirements for catered functions;

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- Establish and build relationships with local/regional wedding and event vendors that would help facilitate and service our group event needs;
- Help meet or exceed established budgetary guidelines for the hotels;
- Assume all responsibilities and duties as needed of the Front Desk staff during group arrivals and check-in, and during other peak periods as needed;
- Assist managers in promoting a positive work environment for all employees while ensuring that all employment-related processes and documentation are in compliance with local, state and federal laws;
- Act as an ambassador and marketer of the Hotels at all times. Participate and volunteer in local community business and civic organizations whenever possible; and
- Model outstanding customer service, interpersonal and communication skills. Respond quickly and tactfully to customer complaints based upon guidelines and philosophies set forth by the managers.

REQUIREMENTS

- 3+ years sales experience in fast paced, high volume environment, preferably in catering or hospitality sales;
- 4-year college degree (preferably in hospitality/leisure or business management) or equivalent experience;
- Knowledge of product, contractual agreements, food and beverage composition, and menu planning.
- Good interpersonal skills, with a drive to exceed customer expectations;
- Strong food and beverage knowledge with ability to identify with current trends while focusing on profit maximization;
- Excellent communication, negotiation, selling skills and understanding of sales processes; can effectively up-sell products and services;
- Ideally, an extensive local contact list and the willingness to grow it;
- Ability to problem solve effectively, offer solutions, and reverse a negative guest experience;

ESSENTIAL FUNCTIONS

- Must be able to speak, read, write and understand the primary language(s) used in the workplace;
- Must be able to read and write to facilitate the communication process;
- Requires good communication skills, both verbal and written;
- Must possess basic computational ability;
- Most work tasks are performed indoors. Temperature is moderate and controlled by hotel environmental systems;
- Must be able to stand and exert well-paced mobility for up to 4 hours in length;
- Must be able to lift up to 50 lbs. on an occasional basis;
- Must be able to push and pull carts and equipment weighing up to 250 lbs. on an occasional basis;
- Must be able to bend, stoop, kneel, squat and stretch to fulfill cleaning tasks;
- Must be able to exert well-paced ability to reach different floors of the hotel on a timely basis;
- Requires grasping, writing, typing, standing, sitting, walking, repetitive motions, bending, climbing, listening and hearing ability and visual acuity;
- Talking and hearing occur continuously in the process of communicating with guests, supervisors and other employees;
- Vision occurs continuously with the most common visual functions being those of near vision and depth perception;

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