

<b>JOB DESCRIPTION</b>	<b>21c Museum Hotel</b>
Events & Sales Manager	

**21c Museum Hotels is committed to the Health and Safety of our teammates and guests. We have collaborated with top physicians in the fight against COVID-19 to revise our already stringent cleaning protocols to providing the safest workplace as possible. These new protocols include:**

- Social Distancing: We have added signage throughout our properties to encourage distancing among our teammates and guests. We have also spaced our various fixtures within our properties, such as tables in our restaurants to encourage safe distancing.
- Required Use of Masks: Teammates and guests alike are required to wear masks at all times while in public spaces within our properties. Masks must cover the nose and mouth.
- Health Screenings: All teammates and guests are required to go through a brief health screening process before entering our properties, this includes touchless temperature checks and a health questionnaire about possible exposure as well as symptoms related to COVID-19.
- Cleaning & Sanitizing: We have increased the frequency of cleaning and sanitizing of our public spaces, particularly of those high-touch areas, such as door handles, handrails and elevator buttons.
- Frequent Hand Washing: All teammates are required to wash their hands frequently for at least 20 seconds while working. We have also increased the number of hand sanitizer stations throughout our property to prevent the spread of germs or other contaminants.

**Title:** Event Sales & Execution Manager

**Reports To:** Director of Sales & Marketing / Director of Food & Beverage

**General Purpose:** The Event Sales Manager generates top line catering and rooms revenue for the property by maximizing all revenue potential through reactive and proactive sales tactics, up-selling additional events/amenities, whenever possible; and coordinates with property leadership to manage and direct the event team in the execution of successful and noteworthy events.

**Specific Responsibilities:**

Sales

- Build local client base through outside sales calls, prospecting, networking and referrals; focusing on all market segments local and national.
- Conduct property site tours and represents the hotel at industry trade shows and business events
- Achieve budgeted revenue goals and booking goals.
- Prepare reports as requested by leadership, including but not limited to pace reports, sales funnel, site visits, and sales action plan
- Maximizes profit and optimizes event space in accordance with established pricing models, exercising good judgment.
- Execution of the entire sales process to include prospecting and client inquiries through payment confirmation and follow up thank you notes
- Create and execute sales agreements and addendums, collaborating with property leadership and team mates where appropriate to ensure profitable bookings.
- Communicate with clients immediately after an event to get feedback and rebook.

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- Acquire thorough knowledge of products and services, responding to client questions quickly and confidently
- Utilize industry standard software to,
  - Create and maintains account files
  - Create inquiry records
  - Document daily activities
  - Create and print necessary reports
  - Create sales agreements
- Maintain optimal working relationships with guests, groups, and personnel from other departments.
- Account/Client financial maintenance including A/R tracking, and BEO & Final bill reconciliation to assure accuracy in financial reporting.

#### Event Management

- Ensure successful events, exceeding client needs, and company profitability guidelines.
- Plan and execute all 21c/in-house events.
- Assume responsibility for the entire process; client inquiries through payment and follow up thank you notes including menu selection, audio visual needs, event space set up, and generating Banquet Event Orders.
- Coordinate with the DOS&M, F&B Director, and Executive Chef, as well as with the sales team to maximize profit and optimize space.
- Use creative skills to provide innovative set-ups, menus, and functions for groups.
- Assist with PR/marketing efforts for new business and 21c/restaurant sponsored events.
- Assistance with event management and various event operational tasks as noted below.
- Leads execution of all client events including in-house, 21c sponsored events
- Maintain / implement efficient set up & tear down process
- Interact with the on-site contact and assist with any requests
- Hands-on management of events
- Supervise Event Captains and B&C team
- Enforce and adhere to internal and external cutoff and due dates across departments
- Reconcile BEO & client bill, and assure accuracy in financial reporting.

#### **Qualifications:**

- Excellent communication skills, both verbal and written.
- Ability to perform most work tasks independently, as there is minimal direct supervision.
- Extensive knowledge of selling strategies and the ability to meet goals.

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- Able to utilize property adopted software for booking, tracking, forecasting, and executing optimal selling strategies.
- Comprehends the group sales process.
- Ability to deliver coaching and training
- Analytically approaches problem solving.
- Able to analyze financial statements and market data.
- Desires to participate as part of a team.
- Demonstrates self-confidence, energy and enthusiasm.
- Presents ideas and information in a concise, well-organized way.
- Effective listening skills.
- Manages group or interpersonal conflict situation effectively.
- Manages time well, correctly prioritizing tasks.
- Excellent negotiation skills in order to create win-win solutions.
- Must possess computer skills, including, but not limited to, accounting programs, Microsoft Word, Excel and Outlook.
- Must pass a background check.

**Education/Formal Training:**

- High school or equivalent education required. Bachelor's Degree preferred.

**Experience:**

- Two years event sales experience with at least 1 year hotel experience preferred.

**Travel Requirements:**

- Some local travel to client sites and networking events
- Infrequent long-range travel.

21c Museum Hotels is an equal opportunity employer. We evaluate qualified applicants without regard to race, color, religion, sex, national origin, disability, veteran status, and other legally protected characteristic. The EEO is the Law poster is available here: <http://www1.eeoc.gov/employers/poster.cfm>