



COMPANY PROFILE:

The White Room is a private event venue located in historic downtown St. Augustine on the waterfront. For each event hosted we focus on providing a unique event as well as upscale food and beverage service requiring attention to detail and the highest level of customer service.

JOB DESCRIPTION

Position: Senior Catering Sales Manager

Reports To: Event Director

POSITION OVERVIEW

The Senior Catering Sales Manager will contribute to generating new catering business leads and servicing existing contracts. It is the primary responsibility of the Senior Catering Sales Manager to generate revenue by generating leads and converting them to sales with a heavy concentration in the wedding, corporate, local and social markets. This position will be responsible for contracting and closing wedding, corporate, local and social catering business. The Senior Catering Sales Manager develops and manages catering sales revenue and operation budgets, and provide forecasting reports. The Senior Catering Sales Manager will assist with selling and implementing catering promotions, and maximizing revenue by conducting meetings creating and developing menus for the wedding and corporate markets. The Senior Catering Sales Manager will offer personalized solutions for our clients and enhance our reputation and business by working with our Banquet Operations Team to ensure we exceed our clientele's expectations. The Senior Catering Sales Manager is responsible for assembly and completion of assigned event's file and organization of event details. Minimum two years luxury / upscale catering sales experience is required, preferably in the hotel/resort/wedding market. The ideal candidate will possess extraordinary networking and client relation skills and good knowledge of the local catering market, including the wedding market, corporate, and social market. The candidate must possess excellent written and verbal communication skills. Creativity and passion are essential. Work is performed in an office and venue environment that is very fast paced. Requires the ability to multi-task and complete tasks in a timely and accurate manner. The ideal candidate must be extremely organized, personable and enthusiastic. The Senior Catering Sales Manager represents the company at the event as well as to our clients and other business partners and as such will maintain the highest level of professionalism and customer service. Majority of weekend nights required.

RESPONSIBILITIES

- *Produces and manages sales based on leads via incoming phone calls, email inquiries, or internal referrals with the purpose of converting the lead to a sale. Identify, qualify and solicit new catering business to achieve revenue goals. Produce sales based on previous clients renewing annual events.
- * Understands all details pertaining to the wedding, corporate, local, social market and small group market.
- *Establishes relationships with area hotels and managers.
- *Close the best opportunities for the venue based on market conditions.
- *Develop and manage catering sales revenue and operation budgets, and provide forecasting reports. Develop menus for the wedding and corporate markets.
- *Assist with selling, implementing catering promotions.
- *Maximizes revenue by conducting meetings creating and developing new food and beverage packages.

- * Works directly with clients, wedding planners, and meeting planners gathering necessary information for menu planning, floor plan, room set up, timelines, rental orders, decor, cost and billing details and any other requirements pertinent to their event in a timely manner and assist with those items as necessary.
- * Greets client and assists Event Manager in conducting tastings, working in the best interest of The White Room regarding flow of event, layout of food stations and design of menu befitting of company standards.
- * Coordinates menus, staffing and implementation of all group F&B events: preparation and distribution of specifications sheets (BEOs) on each function and catering schedule.
- * Creates BEOs for distribution, leads BEO discussion for assigned events. Responsible for follow-up circulation and timely communication with proper departments.
- * Reviews and approves all group banquet checks. The Senior Catering Sales Manager is responsible for the final BEO calculations and final payment when adding food or beverage for the night of for extra guests or extra items.
- * Responsible for organization and set up of catering equipment and service ware.
- * Manages food service during event to ensure proper service by staff, providing good communication with and working cooperatively with the culinary team.
- * Interacts effectively with sales, kitchen, vendors, competitors, catering associations to ensure guest satisfaction.
- * Completes Event Report, post-event file and submits all invoices, receipts and closing inventories to appropriate Event Director. Records Actual guest count in Company Software.
- * Maintains complete and in-depth files on all future and past events and private parties as directed by departmental standards.
- * Practices and observes safety rules and regulations and encourage other to do the same.
- * Participates in staff meetings; attends classes to expand product knowledge and sales efficiencies.
- * Promotes a pro-active work environment that creates an atmosphere of teamwork and quality service.
- * Promotes positive guest relations, making every effort to accommodate any guest's reasonable request. During the event, the Catering Sales Manager & Events Manager are the client's first point of contact.
- * Will work cooperatively with outside vendors to conduct business professionally and in the best interest of The White Room.
- * Performs other job related duties as assigned.

Job Requirements: REQUIRED SKILLS

- * MUST HAVE hospitality & food/beverage manager experience. A minimum of 2 years Upper Management in Catering Sales Management and Event Management background required.
- * Enjoys asking for business and closing sales.
- * Enjoys a team sales approach.
- * Exceptional detail in follow-up.
- * Clear, concise written and verbal communication skills.
- * Strong customer service orientation and skills.
- * Ability to prioritize and organize work assignments; delegate work when appropriate.
- * Ability to focus attention on details. Must be extremely detail oriented and organized.
- * Excellent listening skills.
- * Flexible work schedule.
- * Ability to multi task and prioritize.
- * Ability to enforce The White Room standards, policies and procedures with assigned staff.
- * Ability to motivate assigned staff and maintain a cohesive team.
- * Ability to direct performance of assigned staff and follow up with corrections when necessary.
- * Ability to be a clear thinker, analyze and resolve problems, exercising good judgment.
- * Ability to exert physical effort in transporting and placement of tables, chairs, podiums and other event equipment.

- * Ability to work without direct supervision.
- * Ability to work cooperatively and professionally with other departments, with respect to the chain of command.
- * Must possess mature, professional demeanor to interact with vendors, staff and guests.
- * Is onsite for events to greet clients and ensure expectations are met (this position requires working nights and weekends).
- * Must have a working knowledge of Microsoft Office, Word and Excel.
- * Proficient with Social Media/Networks.

Education Requirements

- * High School diploma or equivalent required; Bachelor's Degree preferred
- * Hospitality Management Degree beneficial. MUST HAVE hospitality & food/beverage manager experience included in resume. A minimum of 2 years Upper Management in Catering Sales Management and Event Management background required. Email resume only. No phone calls please.

Compensation: \$45,000-\$55,000+ depending on experience. Health Insurance after 90 days.