

Job description

Summary:

The historic 56-room Colonial Inn, restaurant, and banquet facility is focused on building loyalty and value with its guests through a unique combination of great service, excellent products, operational excellence, and leadership.

We are looking for an experienced Catering Sales Manager who will be responsible for the development and performance of sales events and will represent the Colonial Inn in a professional and enthusiastic way to potential customers, existing clients, the public, the town of Concord, and surrounding areas.

Responsibilities:

Direct Sales Activities

- Exemplify superior sales skills with a strong ability to influence and/or persuade buying decisions in order to secure new accounts and preserve existing accounts; all while developing and maintaining relationships with key clients.
- Grow sales by ensuring inquiries and leads are responded to in an enthusiastic and timely manner.
- Excellent listener to customer needs, ability to analyze this information and create tailored proposals.
- Maintain or exceed budgeted sales and profits in all catering areas. Continually evaluate performance against budget, goals and guest satisfaction. Closely monitor booking pace.
- Participate in trade shows and sales blitzes. Actively participate in community/civic activities to maintain awareness within the community and to create booking opportunities.
- Weekly, monthly and yearly reports as assigned by the DOSCM; including monthly wedding report, large events report, market segment analysis, pace report, inquiry and request for proposal analysis.

Internal / Operational Responsibilities

- Inspect banquet rooms as needed prior to an events arrival. If possible, welcome and meet with group contact upon arrival of a function and ensure guest satisfaction.
- Maintain a strong collaborative partnership with the banquet team in managing private event's policies, processes & procedures. Assist in banquet staff training as requested from the Director of F & B and DOSCM.
- Excellent creative skills to provide innovative set-ups and creative menu planning with clients; coordinate food, beverage, meeting room set-up, floor plan, decorations and other services as requested by the client; assures that all requirements are communicated to the operations team and completed to the client's specifications.
- Complete inquiry sheets with request for proposal section completed, if applicable. Create proposals and/or contracts for all new booked events, work closely with DOSCM on requested group room blocks attached to prospective events. Sales & Catering Coordinator to input contracts as needed. Review and confirm all information is

accurately inputted. Impress customers with a tailored emailed proposal, relevant attachments in a timely, professional and friendly manner.

- Create and/or delegate data entry of proposals/contracts, banquet event orders, input menus/details and revise. Monitor and enforce specific deadline dates related to contracts, BEO requirements, deposit schedule and function guarantees.
- Attend weekly Banquet Event Order meetings with the operations team to review and convey current events menu and details in order for them to execute a successful event.
- Communicate all event changes/Pop-ups to appropriate departments and staff in a timely manner...If applicable, through the Change Sheet, email and/or revised BEO hard copy.
- Provide function/event information on applicable in-house group resumes relevant to the Front Desk Team's needs in providing customer service to the group's guests staying at the Inn.
- Flexibility to cross-train and work with other departments in an employee's absence, if needed.
- Perform any other job-related duties as assigned.

Skills and Qualifications:

- Advanced Organizational Skills - Ability to determine priority tasks and maintain a track record of strong prospecting efforts.
- Have an ability to quickly evaluate event or menu alternatives and decide on a plan of action, when needed.
- In depth knowledge of catering & hospitality software programs.
- Must have a positive attitude with great work ethic
- Ability to work individually as well as part of a team
- Must be an enthusiastic team player who works well with co-workers and management
- Data entry skills with attention to detail
- Administrative writing skills
- Understanding and servicing Customer needs

Educational and Work Requirements:

- Bachelor's Degree in hospitality, sales, marketing or management preferred
- Strong computer and internet skills
- Ability to thrive in a fast pace environment and manage multiple tasks and responsibilities at once.

Physical Requirements:

- Able to lift/transport materials to promotional events, set-up tables & displays
- Must be able to stand for long periods at trade shows/events/promotions

Training Requirements:

Excellent knowledge of Microsoft Office (Word and Excel) and Outlook
Experience utilizing event management software, property management software, and point of sale software

Knowledgeable in current social media channels

Job Type: Full-time

Benefits:

- Dental insurance
- Employee discount
- Health insurance
- Life insurance
- Paid time off
- Travel reimbursement
- Vision insurance

Compensation package:

- Commission pay

Schedule:

- 8 hour shift
- Monday to Friday

License/Certification:

- Driver's License (Preferred)

Work Location: In person

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