



## **Black Star Farms Events (BSFE): Event and Catering Sales Manager**

**PURPOSE:** To provide operational management and sales of BSFE services

**PAY RATE:** Salary, with benefits

**CLASS:** Full-Time

**HOURS:** Minimum 40 hours per week, may exceed 50 at peak times

**RESPONSIBILITY:** Oversee Black Star Farms Special Events (not including retail services)

**REPORTING TO:** General Manager

### **REQUIREMENTS**

- Must be at least 21 years of age
- Minimum Bachelor's degree in hospitality management, hotel and restaurant management, event management or business administration, or equivalent in experience and training
- Experience in boutique properties is optimal
- Must be able to work evenings, weekends, and holidays
- Flexible schedule
- Previous management experience in areas such as event execution, sales, hospitality, logistical coordination, and problem resolution
- TAMs/Tips and ServSafe Certifications (BSF will provide training if needed)

### **EXPECTATIONS**

- Solicitation of corporate and social groups, including weddings
- Proactively manage all aspects of the sales and delivery cycle with prospects including, relationship development, sales presentations, site inspections, proposal generation, and contract negotiations
- Proactively generate new business opportunities including, activity calling to solicit local businesses and organizations
- Responsible for coordinating details of events such as conferences, corporate events, weddings, and social events
- Create annual sales plan and budget with Controller
- Regularly review competitive data to establish goals, positioning, and forecast to achieve optimal results
- Maintain knowledge of the local market, industry trends, competitors, and leading trends
- Achieve or exceed revenue goals
- Excellent problem-solving skillset
- Must be able to work under pressure, independently, with a positive attitude





- Create banquet event orders with detailed timelines, venue setup, and menus for events
- Communicate effectively and respectfully
- Thorough knowledge of Microsoft Outlook, Excel, and Word
- Manage staff responsible for event coordination activities
- Collect and post deposits/closeout payments in a timely manner of event completion
- Define company brand through events
- Event Specific: Initiates, coordinates and/or participates in all efforts to publicize the event
- Operate efficiently, strategically, and forward-focused
- Assist in training and support with BSFE point of service systems
- Managing service staff
- Responsible for event revenue budget
- Responsible for completing and communicating monthly sales/revenue/pace results to General Manager
- Plan with Estate Chef and maintain banquet menus and pricing
- Supervise the execution of events

