



## BLACK STAR FARMS

### **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**

- Actively solicit Corporate and Social Groups; including weddings. This manager will proactively manage all aspects of the sales and delivery cycle with prospects: relationship development, sales presentations, site inspections, proposal generation and contract negotiations.
- Demonstrate an ability for driving growth, productivity and improving guest services.
- Achieve monthly sales goals. Proactively generate new business opportunities. Weekly calling activity to solicit new business growth required. Responsible for completing and communicating monthly sales/revenue/cold calls/pace results to General Manager
- Maintain existing client lists for corporate and social guests, for continued solicitations and growth in related functions, or as new initiatives develop.
- Responsible to coordinate details of events such as conferences, corporate events, weddings, and social events and manage the team delivering these events; resulting in events that exceed customer expectations. Create organized BEOs for team, with the detailed timelines, venue setup, and menus for events.
- Creates annual sales plan and budget with Controller and General Manager. This includes creating and actively managing a payroll budget that maintains high levels of customer service and maximizes productivity.





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- Maintain knowledge of local market, industry trends, competitors and leading trends to achieve optimal results.
- Collaborate with marketing team to plan campaigns that highlight and promote our events and offerings with a compelling presentation.
- Schedule and conduct site tours with prospective clients, and menu tastings, if appropriate, to confirm details pertaining to successful event.
- Achieve or exceed revenue goals. Use creativity and knowledge of trends to establish new and innovative events which enhance the BSF brand, while utilizing company strengths.
- Excellent problem-solving skillset, resourceful. Must be able to work under pressure, independently, with positive attitude. Communicate effectively and respectfully.
- Thorough knowledge of Microsoft Outlook, Excel and Word. Dynamic leadership skills with ability to hire, coach, train and lead part-time support team to meet customer service and financial goals.
- Collect and post deposits/closeout payments in a timely manner of event completion.
- Define company brand through events. Managing service staff and provide training with BSFE point of service systems.
- Plan with Estate Chef and maintain annual Banquet menus and pricing for specific groups such as social and corporate.

**Pay:** \$48,000.00 - \$55,000.00 per year

**Benefits:**

- 401(k)
- 401(k) matching
- Dental insurance
- Employee discount
- Flexible schedule
- Health insurance
- Paid time off
- Paid training
- Vision insurance

**Shift:**

- 8 hour shift

**Education:**

- Bachelor's (Required)

**Experience:**

- Hospitality management: 3 years (Required)
- Customer service: 5 years (Required)

**Ability to Relocate:**

- Suttons Bay, MI 49682: Relocate before starting work (Required)

**Work Location:** In person

