



JOB DESCRIPTION

JOB TITLE: Catering Sales Manager **DEPARTMENT:** Food & Beverage
FLSA STATUS: Salaried / Non-Exempt **REPORTS TO:** Director of Food & Beverage
DATE: July 1, 2011

SUMMARY

This position is responsible for managing the solicitation of food and beverage catered events at Richmond CenterStage, Landmark Theater and Richmond Coliseum.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Sales

- Coordinate the booking of food and beverage events by managing outside solicitation and incoming inquiries.
- Identify market segments for catering sales team.
- Coordinate staff development activities.
- Monitor sales staff productivity and procedural efficiencies as it relates to annual budgets and operational staff
- Assist with the development, implementation and management of promotions for food and beverage sales in conjunction with overall sales and marketing plan of the company.
- Supervise the weekly updating of the monthly catering sales forecast
- Generate weekly calendar of client meetings and provide to Director of Food & Beverage.
- Maintain daily communication with the Director of Food and Beverage in regards to potential new business, lost business, customer and operational issues, discounted events, specialized room sets, etc.
- Use creative planning in the design and structure of catered events.
- Oversee preparation of monthly activity and sales reports.
- Attends weekly sales meetings with building sales department.

Financial

- Supervises the Catering Sales Department in achieving budgeted revenue goals
- Assist in control of marketing budget and entertainment expenses related to food and beverage sales.
- Maintain awareness of local and regional product and price point trends.

Client Related

- Supervises and develops contracts, proposals, and customized menus to meet client needs, as well as financial goals.
- Coordinate catering events with clients to include handling inquiries related to food and beverage.
- Coordinate with food & beverage staff and Event Coordinators as needed to insure proper execution of catered functions.
- Conduct facility tours and “tastings” for clients as necessary to secure business.
- Greet client prior to onset of function as needed.
- Attend pre-con and post-con meetings as needed.

Operations

- Conduct Bi-Weekly BEO Meetings to review and have a thorough understanding of all Service Order Confirmations.
- Post all changes to service order confirmations on change sheet daily and follow up as needed.

- Secures and monitors pertinent information requirements related to catered events and maintains strict timelines for information exchange between the Clients, Catering Sales, Culinary department and Catering department and Operations.
- Conduct a portion of monthly inventory to include food, concession paper products, beverages, beer, wine alcohol and vending products.

Other Duties

- Supervise the Catering Captain, Servers, Bartenders, and Runners in a manner consistent with SMG Human Resource Policies and Procedures.
- Document all employee-relations issues and provide corrective action as necessary. Submit documentation to Human Resources in a timely manner. Copy Director of Food & Beverage.
- Performs yearly reviews for Catering Sales staff.
- Assure the safety of the work environment and report any potential hazards to the Human Resources Manager and the Director of Food and Beverage.
- Document all work-related injuries and illnesses by completing a First Report of Injury form and submit to Human Resources within 24 hours. Copy the Director of Food and Beverage.
- Perform other duties, projects and reports as assigned by the Director of Food and Beverage and deemed necessary to the growth of the business.

QUALIFICATIONS

- Proficient knowledge of calculation of food costs.
- Strong organization and time management skills a must.
- Must be able to multi-task, prioritize and meet deadlines.
- Ability to perform basic math functions such as: adding, subtracting, multiplying, dividing, and using percentages.
- Excellent sales skills including the ability to up-sell negotiate with and guide/lead clients.
- Diverse understanding of food and service functions within a banquet facility.
- Strong computer skills to include, Word, Excel and Outlook.
- Excellent communication skills

EDUCATION AND WORK EXPERIENCE

- High School diploma or equivalent
- Minimum of 5 years catering sales experience, preferably with high volume property.
- Minimum of one year of supervisory experience.
- Associate's degree in business or related field preferred.

HOURS OF WORK AND TRAVEL REQUIREMENTS

- Minimum of 40 hours per week.
- Irregular hours including nights and weekends, as dictated by catered events schedule.

NOTE: The essential responsibilities of this position are described under the headings above. They may be subject to change at any time due to reasonable accommodation or other reasons. Also, this document in no way states or implies that these are the only duties to be performed by the employee occupying this position.

To apply, send resume and salary requirements to:

SMG Richmond

Dee Bergonzi, HR Designee

601 E. Leigh Street

Richmond, VA 23219

deebergonzi@smgrichmond.com

Fax: 804-780-4606 // No Phone Calls Please