

Event Sales Manager

Grade: 9

Reports to: Assistant Director of Sales & Marketing
Job Status: Exempt, Full-Time

Department: Marketing
Approval Date: August 2016

Job Summary:

The Event Sales Manager is responsible for all aspects relating to the sale of and execution of all banquet / special events at the South Carolina Aquarium. This person will manage a variety of events including bridal clientele, local education partners and events that drive engagement with corporate businesses. This position requires creating a personalized experience for our clients to create lasting relationships. Additionally, as an experienced sales and event marketing professional, this position works hand-in-hand with the Aquarium's vendors and catering partners.

Essential Functions:

- Develop, manage and report on event sales goals and budget. Proactively responds to prevent shortfalls.
- Conduct and mentor team for proactive sales calls. Follow up with prospective clients daily.
- Coordinate sales efforts by conducting a series of sales initiatives including personal sales calls, site visits and personalized follow ups.
- Act as a liaison between clients and vendors to coordinate logistics needed to ensure successful events.
- Manage contracts with clients and vendors.
- Work in concert with graphic design, web and the production process execute planned promotional strategies, direct-mail campaigns and grass-root marketing and communications plans.
- Conduct facility rental benchmark surveys to properly manage pricing, yield management and operational procedures to ensure a competitive position.
- Responsible for the upkeep of an accurate and complete database in Salesforce platform.
- SCA 1st Responder.
- Adheres to all Aquarium policies and procedures.

Other Duties and Responsibilities:

- Actively participates and represents the Aquarium within local trade organizations and trade shows, including: Charleston Hoteliers Exchange Club (CHEC), CVB Travel Council and the SC Society of Association Executives (SCSAE), Charleston Bridal Association.
- Maintain active community involvement to build and strengthen local and regional selling relationships. Active participant with the Charleston Area Visitors Bureau and Charleston Metro Chamber of Commerce.
- Work with all departments to facilitate internal events.

Knowledge, Skills, and Abilities:

- Supervisory skills necessary.
- Must be extremely detail-oriented.
- Must know the hospitality and event planning industry.
- Excellent organizational and communications skills are essential.
- Adaptable to change in a fast paced environment.
- Ability to manage a significant workload and adhere to tight deadlines.
- Microsoft software knowledge essential.
- Salesforce knowledge beneficial.
- Must be a self-motivated enthusiastic team player.

Education and Experience Required:

- Bachelor's degree or equivalent experience in Hospitality, Marketing, Communications, or related field.
- Minimum of four years related work experience.

Licenses and Certifications Required:

- Driver's License
- First Aid, CPR, AED Training

Supervision of others:

- Special Event Hosts

Physical Requirements:

Average walking, bending, stooping, crouching, climbing ladders, carrying up to 50 lb, sitting, kneeling, balancing, pushing and pulling.

Working Conditions:

- Primarily office work
- Weekends and late nights occur.
- Constantly in communication with public and vendors.

The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not construed to be an exhaustive list of all job duties performed by the personnel classified.

The Aquarium is an "at-will" employer, and as such, employment with the Aquarium is not for a fixed term, or definite period and may be terminated at the will of either party, with or without cause, and without prior notice.