Job Title:	Event Sales Manager
Supervisor:	General Manager
Position Type:	Full-Time, Exempt
	8:15am – 5:15pm Monday – Friday with occasional nights and weekends as needed.

Job Purpose:

The Event Sales Manager is responsible for diving sales to the Convergence Conference Center. The Event Sales Manager is the first point of contact for any incoming event space inquiries, providing efficient and knowledgeable responses that result in increased sales conversions and scheduled tours. This role will also provide support to the Carr Workplaces team as necessary and will offer valuable feedback and insight which will help shape the strategic direction of the event spaces and ensure that the products remain current. The Event Sales Manager is charged with overseeing the sales, marketing, team management, operations and development of the event space in order to achieve strong booking goals, profitability and a memorable experience for our client each day.

Duties:

<u>Sales and Marketing</u>

- Excellent knowledge of local market, availability, pricing and services offered.
- Strong understanding of locations offered within the CW portfolio, services and marketing initiative's available.
- Responsible for assisting in developing the components of a Center Development Plan in order to generate business opportunities for the center.
- Enhance brand awareness by attending local events through affiliations/networking groups.

- Identify need periods and undertake comprehensive program of sales activity to secure new and adhoc business minimizing the impact of low activity periods.
- Brand and foster relationships with local event planning community.
- Develop referral sources through various channels to capitalize on all sales opportunities. Encouraging repeat business through excellent customer service and inquiry handling.
- Effective sales pipeline development and management within Hubspot.
- Responsible for negotiating deals in order to meet financial targets for the event center.
- Responsible for preparing service agreements accurately in HubSpot/Panda Doc based on client/tentant requirements and prompt follow up until deal is closed.
- Responsible for an extensive knowledge of the competitive landscape and be able to effectively communicate CW competitive differentiators.
- Maintain sales files and monthly sales logs.

Client Experience/Community

- Responsible for the overall positive client/tenant experience from the start of the sales cycle to the follow up after the event.
- Expected to be visible within the center and operate with an open-door policy.
- Responsible for resolving client/tenant issues and escalating them when needed.
- Responsible for creating “community” within the building and managing this with the team.

Center Operations

- Oversee and ensure that the center readiness standards are met in all areas of the conference center.

- to determine next steps/growth opportunities/upsell opportunities.
- Ensure that all operational systems are in working order and escalate outages/problems to the appropriate corporate contact and/or vendor.
- Oversee processing of invoices to clients/tenants to ensure we capture all charges.

- Oversee the collections process to avoid bad debt situations. The Event Sales Manager must have all understanding of outstanding payments each month in order to pursue steps needed to rectify client/tenant debts.
- Approve vendor invoices to ensure prompt payment and correct coding. Re-bill to clients as appropriate.
- Overall understanding of company policies and adaption of new rollouts.

Core Competencies/Skill Sets:

- Proficient in HubSpot to include tracking sales and reporting performance.
- Sales expertise with proven sales and relationship building skills.
- High standard of customer service excellence.
- Strong written and oral skills; excellent organizational skills.
- Ability to work under pressure and demonstrate flexibility. Wiling to work before and/or after core hours to ensure the center and its events run smoothly.
- Strong management, mentoring and coaching skills.
- General IT/technology knowledge and proficient with the Microsoft platform.

Education/Experience:

- Bachelor of Arts or Sciences; Masters of Business Administration or equivalent preferred.
- Minimum 2 years of experience of sales,
- managing a business, branch or profit center within the customer service or hospitality industry.
- Coworking/business center, hotel or property management experience is highly desirable.