

DIRECTOR OF EVENT SALES



Job Description

The Director of Event Sales coordinates and organizes all event sales through direct oversight of a 3-4 person Event Sales staff, by fielding incoming leads, choosing the appropriate facility spaces and minimums based on the event needs and size while staying within budgetary constraints. This position will provide key leadership for both internal and external leads, and in the overall success of event sales, in coordination and collaboration with the event services, culinary, banquets, entertainment and production teams.

He/she will plan, manage and have direct oversight of this area's \$2.7 million annual operating budget along with profit and loss performance. Individual will work with team to develop and grow a successful operation, ensuring the highest level of personal customer service and client satisfaction while capitalizing on revenue.

Director must keep abreast of upcoming events and activities in the music industry, community and meetings industry at large in order to best assist the Event Sales Managers with developing and executing creative strategies to promote the Hall of Fame as a premiere events facility.

He/she will help to ensure the smooth transition of a client from sales to services as well as ensure the flow of information (communication) from Sales to Services to Entertainment Production to Banquets and to the Culinary teams.

Individual will establish and maintain a rapport with outside vendors who provide products or services for the Museum and its guests, as well as coordinate and communicate with team representatives from various internal departments.

Individual will provide the necessary training, motivation and leadership for all personnel with the expectation being the very highest quality of food, service and experience.

Role Summary:

- Give tours of the facilities and discuss booking logistics, room options and menus with clients
- Responsible for developing and reviewing annual budget, reaching revenue goals and managing expenses set forth in budget
- Contract negotiation
- Making sales calls
- Collaborates with Senior Director of Events and Culinary on all hiring, firing, directing, training and supervising of all Event Sales team members
- Works with Senior Director of Events and Culinary on all performance evaluations
- Researching and attending appropriate trade shows
- Maintain active memberships in related event trade organizations

- Highly encouraged to hold chair positions in related event trade organizations

Key Qualifications:

- Bachelor's degree and a minimum of 6+ years related experience in Hotel, Convention or Event Venue Sales
- Managing in a unique environment with a focus on client and customer service
- Ability to establish sales objectives through data analysis and forecasting to project expected sales volume
- Ability to adjust pricing by utilizing forecasting reports, competition analysis and economic climate changes alongside supply and demand.
- Desire to contribute to cultivation, development and success of museum's events and catering operation
- Detail oriented, experience handling multiple clients, and delivering accurate and timely information
- Must be well versed in professional communication, presentation and interpersonal skills
- Aptitude to exercise discretion
- Upmost professional integrity
- Courteous, self-motivated enthusiasm
- Experience working with catering or events software (Event Management Systems, Meeting Matrix) a plus
- Ability to be flexible and adapt to change

Additional Information:

The Country Music Foundation is drug free workplace and an Equal Opportunity employer that welcomes diversity and encourages all qualified applicants to apply for open positions. All offers of employment are subjected to and contingent upon the successful completion of background check and employment verification including E-verify processes.

To apply for this position, please send resume, cover letter, salary requirements, and 3 reference contacts to hresources@countrymusichalloffame.org

No phone calls please.