

LCM and Acorn Cafe Sales Manager Job Description

Events and Sales Manager

STRATEGIC JOB DESCRIPTION

Every employee at the Louisiana Children's Museum has the same Strategic Job Description. It includes three elements, listed in order of priority.

1. Your first priority – Is to achieve the museum's purpose. In other words, you in particular are responsible for everything.
2. Your second priority – Is to help others achieve the museum's purpose.
3. Your third priority – Is to carry out your job function.

POSITION SUMMARY: The Events and Sales Manager will have the role of ensuring the success of facility rentals and catering at the Louisiana Children's Museum and Acorn Café. The position will be responsible for driving sales and outreach efforts as it relates to private and group sales for Louisiana Children's Museum and Acorn Café. The successful candidate will represent the Museum and Acorn Café with clients during all stages of the booking process and event execution. This position is also responsible for promoting and presenting the Museum and products to local businesses, the tourism industry and social group business to drive sales.

Key Responsibilities:

- Develop and execute a sales strategy to drive sales for both facility rentals for the Museum and catering sales for Acorn Café
 - o Focus efforts on meeting or exceeding sales targets developed by LCM Leadership team and Acorn Café Management
 - o Track sales metrics (calls made, site tours, new customers, etc.) and provide accurate reports and record keeping as required
 - o Identify, coordinate and organize outside sales missions to target and make direct sales contact via face-to-face contact, phone outreach, and social media
 - o Create and maintain effective sales presentations targeting both direct (individuals, corporate clients, schools) and indirect (hotels, DMC's) customer base
 - o Handle inquiries via web, phone, or in-person meetings (in a timely manner)
- Manage all sales of facility rentals and catering sales from start to finish
 - o Regular outreach to establish new customers
 - o Maintain regular communication with prior and/or regular customers
 - o Ensure prompt and systematic responses to all customer inquiries and feedback
 - o Prepare and follow up on proposals and negotiate contracts
 - o Assist in the collection of unpaid client balances
- Organize and oversee all details of the client's experience and needs including:

- Secure date, time, and availability of space
 - Create menu detail
 - Develop the Event order detail documentation
 - Confirm contract details
 - Obtain contract signature
 - Secure deposit and final payments
 - Maintain communication with client during entire booking process
- Act as the operational liaison by communicating all events details to necessary event team members in a timely and efficient manner
 - Serve as the Museum representative at all after hours events to assure that all clients' details are being executed and met
 - Manage all post-event follow up with clients including:
 - Communicate with client to assure complete satisfaction with event
 - Review all communications from event team
 - Communicate with event team on any issues expressed by client
 - Secure billing information and update Triple Seat with post event information ie. Final billing and notes
 - Maintain relationship with client to secure future bookings
 - Maintain membership and active participation in industry related organization(s) and remain current on industry trends by attending regular trainings and obtaining certifications in agreed upon organizations related to position
 - Act as a role model and always presents oneself as a credit to the operation and encourages others to do the same
 - Perform related work and other duties as assigned

Minimum Requirements:

- BS/BA in Business or Marketing preferred
- Minimum of three years of experience in Hospitality Sales and/or Marketing, plus three years of experience in sales/operations
- Ability to read and write in English with strong verbal, interpersonal and communication skills
- Strong organizational, multi-tasking, time management, follow-up and analytical skills with attention to detail and accuracy
- Strong leadership and management skills
- Proficiency in Microsoft Office programs

- Ability to learn new programs like Triple Seat
- Internet skills including use of e-mails (Microsoft Outlook) and information gathering
- Working knowledge of the daily operations of a professional office, and standard office equipment
- Ability to work in a team-oriented, fast-paced environment with a customer service orientation
- Work efficiently and independently with a drive to succeed
- Be flexible and eager to learn new things
- Ability to manage confidential business, customer and employee information with tact and discretion
- Must be able to respond calmly and make rational decisions when handling client issues in a fast- paced environment
- Willingness to provide the highest level of guest satisfaction
- Must be able to get along with colleagues and co-workers as a team
- Must maintain a high level of professional appearance and demeanor
- Commitment to act with integrity and honesty in all situations
- Must be able to maneuver in an office and through museum space as well as outside green space
- Must be able to sit or stand for extended periods of time, bend, stoop, reach, kneel, crouch, twist, lift, push, pull and grip items when necessary. May occasionally lift up to 30 pounds; push, pull or move items weighing up to 50 pounds.
- Manual dexterity is essential. Must possess finger dexterity to use office equipment adeptly
- Work hours will be determined by LCM leadership team; must be able to work night and/or weekend hours as needed
- Must also be able to dependably work a flexible schedule, depending on special event schedule in accordance with operations and adhere to the attendance requirements of the company
- Must adhere to the established appearance, hygiene and dress code guidelines
- Ability to adhere to and comply with all rules and regulations of the company
- Catering experience preferred
- Guest relations capability: Must be able to positively interact with children and parents/caregivers
- Must present a positive attitude and professional actions conducive to a business environment towards company, clients and co-workers

Key Relationships

- 1. Reports to:** Chief Operating Officer, Louisiana Children's Museum
- 2. Supervises:** Part time Event Staff
- 3. Coordinates with:** COO, Director of Sales and Marketing, Acorn Café Manager, Facilities and Grounds Manager, Marketing and Sales Coordinator

- 4. Interacts with:** Potential clients for rentals, trade Associations, Museum Visitors, Museum Colleagues, Acorn Café staff

To apply, please provide a resume and cover letter to Lauren Clay at lclay@lcm.org. In your cover letter, please address the “Requirements and Qualifications” section of the job description and outline how your skill set aligns with our requirements. If a cover letter is not submitted with your resume, your application will not be considered. Thank you for your interest in the Louisiana Children’s Museum and Acorn Café.