Position Title: Sales + Events Coordinator
Department: Sales + Events (S+E)
Reports To: Sales + Events Associate Director
Salary Grade: 3
Starting Salary: $35k (commensurate with education and experience)

PURPOSE OF POSITION:
The Sales + Events Coordinator is responsible for serving venue rental clients as part of the organization’s fundraising goals. This role is a key stakeholder of the larger Sales + Events Team of Shelby Farms Park Conservancy. The S+E Team drives critical revenue to support the Park while ensuring “above + beyond hospitality.” With the help of visitors, donors, clients, and supporters, the Conservancy works to raise and earn funds each year to ensure an excellent visitor experience in a clean, green and safe park every day.

The Sales + Events Coordinator works with clients to confirm venue rental sales through consulting on Park amenities and logistics expertise. While this is mainly an external-facing role, key responsibilities listed below are also internal-facing and collaborate with all departments within the Park.

KEY RESPONSIBILITIES:

- Key contact for various venue rental clients
  - Drive client loyalty through excellent customer service throughout the sales and implementation process
  - Perform venue walkthroughs with clients and other event stakeholders
  - Generate and execute event contracts for new and/or repeat clients
  - Ensure swift response to leads and push to convert to event/venue sales
  - Serve clients by recommending appropriate features and services that best meet their needs
  - Review, create and execute site layouts with CAD drawings

- Anticipate problems and develop appropriate solutions; investigate, analyze, and resolve operational problems and complaints
- Partner with S+E Team leaders to coordinate logistics, staffing plans, set-up, and tear-downs for all events
- Lead certain internal fundraising events, such as Earth Day celebrations
- Assist with additional events and S+E special projects, as needed

ESSENTIAL FUNCTIONS:

- Serve as “venue expert” for clients: inspect each function room/grounds rental prior to the event and during breaks to ensure that all requirements are executed and that the client’s needs and SFPC standards are met
- Maximize revenue by selling all aspects of ground rentals and additional revenue streams
- Negotiate and complete contracts
- Use Sales Platform to track bookings and prepare correspondence, booking reports, and files
- Regular communications with assigned vendors to ensure Park needs are met
- Ensures the proper use and storage of all equipment and reports necessary repairs
- Observe and report maintenance, repair, and facility needs along with safety issues
- Implement department rules, regulations, policies, and procedures
- Respond appropriately to emergencies or urgent issues
- Perform special projects and other responsibilities as assigned

Requirements:
- A degree in hospitality or business management is an asset but not required
- Proficiency in Word, PowerPoint, and Excel
- Experience working in a Customer Relationship Management system preferred
- Excellent collaboration skills
- Superior oral and written communication skills with an attention to detail
- Ability to work well in stressful, high-pressure situations including resolving guest complaints
- Maintains composure and objectivity under pressure
- Effective listener, able to understand and clarify concerns raised by team members and guests
- Strong organizational and decision-making skills
- Ability to work nights, weekends, and holidays

PERSONAL QUALITIES
- Demonstrates values of collaboration, accountability, authenticity, trust, and learning
- Commitment to the consistent production of high quality, detailed work
- Organizes, plans, and schedules in an efficient, productive manner
- Manages stress in a fast-paced, changing organization
- Collaborates with people of different races, backgrounds, and experiences
- Elicits confidence and builds rapport
- Enthusiastic, dependable, self-motivated, and self-aware

NOTE: This document describes typical duties and responsibilities and is not intended to limit management from assigning other work as required.

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