



# CATERING SALES MANAGER

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## **PARTYMAN CATERING CORE VALUES**

Happiness | Creativity & Innovation | Teamwork  
Authenticity & Care | Work Ethic | Respect & Honesty

## **SKILLS FOR SUCCESS**

- Understands and demonstrates Partyman's Core Values
- Customer service focused
- Sales-driven
- Performance management
- Scheduling and action planning
- Interpersonal communication

## **JOB DESCRIPTION**

The Catering Sales Manager is responsible for building genuine relationships with prospective, new, and existing clients throughout the entire planning process for their event. The priority of this position is to offset catering seasonality by bringing in new targeted business during the off-peak season. This is a great position for motivated, sales-driven individuals with opportunities for rapid growth and advancement.

## **PRIMARY DUTIES & RESPONSIBILITIES**

- Suggest and implement new concepts and ideas within the organization that will assist in the operations, efficiency, and overall customer experience.
- Strategic client prospecting- go out and find new business with a heavy focus on off-season business from November-April.
- Acquire new business through new venue relationships, seeking new venue prospects, and being added to existing preferred and exclusive catering lists. Prioritize year-round venues with guest counts above 125.
- Handle (distributed) inbound inquiries, answer client questions, and book events for your clients.
- Develop and maintain your assigned venues and venue owner relationships as well as all aspects of events there.
- Respond directly to your client's questions, concerns, and changes.
- Meet with and attend site visits with clients with the understanding and ability to suggest best-case scenarios for Partyman and host.

- Upsell clients to create more memorable events. Understand what their needs are and how you can enhance our offerings.
- BEO finalization for weekly production meetings and directors.
- Work with the Design Coordinator on custom station development including design, decor, and menu.
- Design event layouts and finalize with final counts and details.
- Confirm the accuracy and thoroughness of event binders for upcoming events.
- Be onsite at key events to ensure client satisfaction and build the venue relationship.
- Analyze post-event information and lead sheets including client follow-ups, notes for repeat clients/annual events, venue notes, and passing on relevant information to directors.
- Assist in the planning, organization, and execution of annual tasting events.
- Meet annual sales and performance goals set at the time of hire and updated annually. Goals include but are not limited to:
  - Operations training: 50 hours of on-site event experience, 10 events worked.
  - Cross-training in all departments.
  - Gathering for four events from start to finish.
  - One full day of kitchen prep.

#### **OCCASIONAL OTHER DUTIES MAY INCLUDE**

- Assist Sales & Marketing Supervisor and Senior Event Planner in daily operations.
- Assist with training new admin support staff and Event Producers.
- Assist throughout the organization as needed.

#### **JOB REQUIREMENTS**

##### Education

- High School diploma or GED.
- Bachelor's degree in Hospitality or related field preferred.

##### Experience

- 10 years minimum experience in hospitality food and beverage sales, catering/events sales preferred.
- Minimum of one year of experience as an Event Producer or planning events within the off-premise catering industry or at Partyman Catering.
- Achieved the minimum requirements of Event Producer position at Partyman Catering and has demonstrated a thorough understanding of the operations of Partyman, or relevant outside experience.

##### Skills

- Ability to manage a book of business between \$750,000 - \$1.5 million.

- Effective communication skills including writing, speaking, and interpersonal communication to identify customer needs and communicate value.
- Ability to negotiate, convince, sell, and influence professionals and/or clients.
- Confidence in speaking with clients and managing events.
- Ability to create a lasting, positive first impression.
- Computer skills. Experience with client relationship management software is preferred.

#### Physical

- Standing, sitting, walking, bending, and lifting through the shift.
- Ability to lift 25 pounds frequently and independently.

#### Other

- Valid Driver's license or reliable transportation to work.

## COMPENSATION

#### Pay

- \$65,000+ Package made up of base salary, benefits, and metric-based sales bonuses.
- Competitive starting compensation and benefits commensurate with experience.
- Tipping is eligible when leading/serving events or when written instruction is given by the client.

#### Benefits

- 50% health, dental, and vision coverage reimbursement of a single plan.
- Up to 4% 401k retirement match.
- NYS Paid Sick Leave.
- Paid holidays.
- Paid vacation.

## SCHEDULE REQUIREMENTS

- Schedule may fluctuate seasonally and based on event bookings.
- Weekend availability is a must.
- Peak-season (May - Nov): Full-time hours of up to 50+, with the goal of 40hrs average.
- Off-season (Dec - Apr): Full-time hours of approximately 40hrs.

## COMPANY CULTURE

- Monthly team building events, team lunches, and Cheers & Chill.
- Milestone and anniversary rewards.
- Employee scholarship opportunities.

## EMPLOYEE REVIEWS

- New Hire Check-in to occur 30-60 days after employment inception.

- Thereafter, annually during the Nov/Dec time period.
- Improvement plans and interventions as needed.