



EVENT SALES COORDINATOR

ABOUT PARK AVENUE CLUB

Since its inception in 1994, the Park Avenue Club has changed countless lives for the better.

- ❖ **Mission:** Park Avenue Club is a unique model for philanthropy by providing support to charitable and cultural organizations through our relationship with the Park Avenue Foundation. Park Avenue Club is committed to offering the highest level of member experience while celebrating “The Spirit of Giving” in our community.
- ❖ **Goal:** The overall goal at Park Avenue Club is to enrich our members’ social lives, build their networks and provide them with an extension of their home or office. Park Avenue Club is redefining the meaning of private clubs by setting an example to “give back” to the community. Park Avenue Club is the only private club in the nation that benefits ten different charities and cultural organizations.
- ❖ **Club Member Benefits:** Outstanding cuisine, complete catering department, impeccable service, worldwide reciprocal clubs and private golf clubs, monthly member events, frequent networking events, food and wine seminars, accommodations for parties of up to 750 people, ten private rooms, beautiful, landscaped gardens and pond, special request menus, full business amenities, professional audio/visual equipment and extensive concierge services.

OVERVIEW OF THE ROLE

The Event Sales Coordinator helps to book, sell, plan, and deliver events. Primary efforts include menu planning, agenda setting, and room setup for banquets, special events and meetings for businesses and individuals.

- ❖ **Reporting Relationship:** Reports to the General Manager & Assistant General Manager
 - ❖ **Span of Oversight:** Works closely with Event Operations Manager and Food & Beverage Director to ensure Club staff delivers events as promised and to Members’ expectations.
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PRIMARY AREAS OF IMPACT

Essential Duties & Responsibilities

Event Sales

- Meet and exceed monthly/quarterly/annual sales targets.
- Implement aggressive, ongoing sales campaigns to market the Club's banquet operations and capabilities to members.
- Actively solicit new business and respond to event inquiries to "sell" and "close" profitable catering business.
- Make daily outbound marketing and sales calls to guests and members attending upcoming and past events to promote the Club's event and banquet capabilities.
- Schedule and conduct venue tours with prospective clients and members.
- Track and manage Sales and Customer/Member information (inquiry through contract signing) in CRM (Salesforce).
- Help members plan unique events, including menus, entertainment, theme, decorations, and other aspects that best meet their needs and will exceed their expectations. Seek out opportunities to "upsell" members on items and services that will enhance their experiences and bring additional value to the Club.
- Process event/banquet orders ("finalize the sale") and complete the documentation required for each individual event sale.

Event Operations and Supervision

- Work closely with the Sales Team, Banquets Manager, F&B Manager, and third-party vendors, to ensure Club staff delivers events as promised and to Members' expectations.
- Work closely with the Executive Chef to prepare menus for corporate and social functions.
- Work closely with the F&B Manager to select and design banquet bar packages and wine lists that meet Members' budgets and the Club's pricing strategy.
- Work closely with Management to ensure appropriate use of function spaces and menu pricing to maximize Club profit margins.
- Coordinate and assist with the set-up and delivery of assigned banquet events.
- Create floor plans and send them to the event contact for confirmation prior to the event.
- Attend weekly department meetings to ensure office, Operations and Kitchen staff are aware of all event details.
- Be present at events to coordinate with clients, catering staff, facility operations and culinary staff.
- Assist Management in developing, implementing, monitoring and achieving the Catering Department's budget and annual sales goals.

Other Responsibilities

- Ensure compliance with State and local health and safety regulations.
- Maintains knowledge of other Clubs and industry trends
- Attend Management meetings and training sessions.
- Support all Club initiatives and programs as requested by management
- Other tasks as assigned by management.



Minimum Education, Experience & Other Skills:

- A minimum of 2 years of proven event sales success
- Certification in hospitality or culinary management a plus.
- Must be of legal age to service alcoholic beverages
- Flexibility to work during evenings, weekends, and holidays.
- Knowledge of common food allergies and dietary restrictions.
- Proficient in computer software, including Microsoft Word and Excel.
- Familiarity with Event Software/POS systems a plus.
- Able to walk or stand for prolonged periods of time.
- Able to maintain a professional appearance appropriate to the position and per Club policy
- Solid time management, organization, and prioritization skills
- Proven ability to effectively work in a team environment.
- Ability to effectively communicate verbally and non-verbally with all personality types.
- Ability to prioritize, anticipate situations, and take quick action.
- Ability to manage multiple projects and recommend/implement effective solutions.
- Demonstrated commitment to customer service.

Park Avenue Club is proud to be an Equal Employment Opportunity employer committed to a diverse and dynamic workplace. We do not discriminate based on race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics.

***Please send resume/cover letter to Erin Williams:
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