



Job Description

Title: **MARKETING MANAGER**

Reports to: **Owner/General Manager**

Summary of Position:

Promote, price, plan, coordinate and supervise the execution of all special party, banquet and event functions. Ensure that customer requirements and specs are adhered to and that functions run smoothly, efficiently and profitably.

Duties & Responsibilities:

- Solicit and promote special event business through advertising, cold-calling, contacting past customers, relationships with local businesses and other cost-effective activities.
- Develop and maintain an updated and detailed price sheet of all billable products and services that accurately reflects today's costs and the company's profit objectives.
- Negotiate final pricing, prepare contracts and secure customer signatures.
- Collect deposits as required at least 14 days before the event.
- Document final arrangements with clients on function sheet. Obtain all specifications and pertinent information concerning the event, including but not limited to, number attending, schedule of events and menu.
- Regularly review upcoming events function sheets and have thorough understanding of all requirements on upcoming scheduled events.
- Hire, train, supervise and terminate special events staff.
- Prepare and post weekly schedules to ensure a sufficient number and appropriate skill levels of staff.
- Continually strive to develop your staff in all areas of managerial and professional development.
- Prepare all required paperwork, including forms, reports and schedules in an organized and timely manner.
- Provide special events staff with a copy of each function sheet to gain a thorough understanding of event specifications prior to the function.
- Requisition or obtain equipment and supplies needed for each event, ensuring that they meet customer expectations and requirements.



- Inspect event room prior to the start of each function – check room setup, menu, service staff, etc. conforms to function sheet.
- Greet customers prior to the start of each function and be present throughout the event to assist where needed.
- Periodically check with customer to ensure satisfaction and respond to any requests.
- Continually observe, direct and assist staff where necessary during the entire event. Ensure that all the details as per the functions sheet are performed.
- Prepare and complete and accurate bill to the customer at the completion of the function and collect final payment. If another payment arrangement has been made, have the terms noted on the bill.
- Direct and supervise breakdown and cleanup after the event. Account for all equipment and supplies. Return restaurant items to storage areas. Return or arrange for return of rented materials.

Qualifications:

- Be 21 years of age.
- Be able to communicate and understand the predominant language(s) of customers and staff.
- Have knowledge of service and food and beverage, generally involving at least two years of front-of-the-house restaurant experience and/or banquet/event positions.
- Be able to work in a standing position for long periods of time (up to 8 hours).
- Be able to reach, bend, stoop and occasionally lift up to 50 pounds.