

# City of Roswell, Georgia

## JOB DESCRIPTION

[www.roswellgov.com/jobs](http://www.roswellgov.com/jobs)

*To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.*

## Venue Sales Specialist

**Department:** Recreation, Parks, Historic and Cultural Affairs

**Pay Grade:** 511

**FLSA Status:** Exempt

**Job Code:** R858

### JOB SUMMARY

The purpose of this classification is to coordinate and assist clients' private events, from weddings to executive events, receptions, family reunions, etc. in order to generate rental business for the City. Position will have strong experience with venue sales, the wedding and private event industry, vendor coordination, managing staff, and handling customer inquiries and relationships. Position will be responsible for the promotion and sales of multiple venues within the Historic Parks and Botanical Gardens Division, including but not limited to: Barrington Hall, Bulloch Hall, Mimosa Hall, Old Mill Machine Shop, Roswell River Landing, Smith Plantation, and the Adult Recreation Center.

### ESSENTIAL JOB FUNCTIONS

- Serve as the primary point of contact for all venue-related sales inquiries.
- Maintain a thorough understanding of the features and benefits of the venue in order to effectively sell its capabilities to potential clients.
- Develop strong relationships with existing clients and work proactively to ensure their continued satisfaction with our services.

- Generate new business leads through networking, business-to-customer sales, and other means of marketing the venue; may include event production of venue, open house events or bridal showcases.
- Convert leads into bookings by providing detailed proposals and coordinating/executing site visits.
- Supervise team of one full-time rental supervisor to ensure smooth execution of events and positive customer experience, including but not limited to: contract negotiation, vendor coordination, venue preparation and logistics, and on-site troubleshooting.
- Supervision of event attendant staff training, ensuring that all details are executed according to plan and that the client's expectations are met or exceeded.
- Communicate with multiple City staff and departments.
- Network and communicate with Roswell stakeholders such as the Visit Roswell team, other Roswell event businesses, and adjacent venues and organizations as necessary to maintain community relationships.
- Proactively identify opportunities for process improvement and make recommendations to management.
- Stay abreast of industry trends and best practices to ensure that the venue is positioned as a regional leader.
- Perform administrative tasks as needed, including but not limited to: maintaining accurate records, preparing reports, and processing invoices; responsible for quarterly data reporting and tracking of key performance indicators.

### **MINIMUM QUALIFICATIONS**

#### **Education and Experience:**

Requires a Bachelor's degree in event management, hospitality, or related field; supplemented by three (3) years of progressively responsible experience supervising event projects, coordination, business to customer sales, and sales related client management, or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

#### **Licenses or Certifications:**

- Possess and maintain a valid Georgia driver's license with a satisfactory motor vehicle record (MVR).
- Certification in event planning or related field (Certified Venue Professional, Wedding Planning) preferred.

#### **Knowledge, Skills and Abilities:**

- Familiarity with event industry trends and best practices.
- Proven ability to manage multiple projects simultaneously and meet deadlines.
- Exceptional customer service skills.
- Excellent written and verbal communication skills.
- Proficient in Microsoft Office, Google, Customer Management Software, with aptitude to learn new software and systems.

- Knowledge of principles, practices, techniques and equipment used to plan, develop and implement projects.
- Knowledge of rules, regulations and applicable safety requirements governing assigned projects area.
- Knowledge of City administrative policies and procedures and of the principles of supervision.
- Skill in the operation of general office equipment.
- Ability to develop and execute well-rounded projects for a diverse community base.
- Ability to manage assigned projects, staff and resources.
- Ability to perform in a supervisory capacity over subordinate supervisors and the ability to interact with participants, volunteers and the general public in an effective manner.
- Ability to utilize a wide variety of reference, descriptive, and/or advisory data and information.
- Ability to perform addition, subtraction, multiplication, and division; the ability to calculate decimals and percentages; the ability to utilize principles of fractions; and the ability to interpret graphs.
- Ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.
- Ability to exercise judgment, decisiveness and creativity in situations involving the evaluation of information against sensory, judgmental, or subjective criteria, as opposed to that which is clearly measurable or verifiable.

#### **Preferred Skills and Qualifications**

- Experience with budget development and management
- Experience developing and managing event or project timelines
- Event marketing and communications
- Strong observation skills with an attention to aesthetics, hospitality, and detail

#### **PHYSICAL DEMANDS**

The work is medium which requires the ability to exert light to medium effort that involves walking or standing virtually all of the time. Work may involve some lifting, carrying, pushing and/or pulling of objects and materials of medium weight (20-50 pounds). Tasks also require the ability to perceive and discriminate colors or shades of colors, depth, texture, and visual cues or signals. Some tasks require the ability to communicate orally.

#### **WORK ENVIRONMENT**

Work is regularly performed with exposure to adverse environmental conditions, such as dirt, dust, pollen, odors, wetness, humidity, rain, temperature and noise extremes, or rude/irate customers.

**The City has the right to revise this job description at any time. This description does not represent in any way a contract of employment.**

*The City of Roswell, Georgia commits to a policy of equal employment opportunity for applicants and employees, complying with local, state and federal laws. The City's policy is to employ qualified persons without discrimination regarding race, creed, color, religion, age, sex, country of national origin, marital status, disability, sexual orientation, gender identity, genetic information, political affiliation, ethnicity, or status in any other group protected by federal/state/local law.*