



**Membertou**

**Job Description**

Written by: Glen Morrison  
Reviewed by: Glen Morrison  
Date: October 2, 2024  
Reviewed Date: October 2, 2024

**Job Title: Sales Manager**  
**Department: Membertou Trade and Convention Centre (MTCC) - Sales**  
**Reports To: General Manager**

The Sales Manager is responsible for leading, directing and building the sales team for the MTCC and responding to customer sales inquiries, interacting with existing and potential customers, and conducting outbound sales initiatives in order to generate meeting and event business for the MTCC. The Sales Manager is an integral leader of the greater MTCC team, interacting with various internal departments, including Kitchen Services, Food & Beverage Services, Maintenance and Facilities, Technical/AV Services, Box Office Promotions, and Administration & Finance.

**Duties and Responsibilities:**

- Develop and maintain a thorough knowledge of the services, facilities and features of the convention centre, in order to provide information in a “Sales Conscious” manner in response to customer inquiries.
- Be thoroughly knowledgeable and proficient to handle and allocate inquiries from assigned business market segments and be well versed in all other segments within the revenue stream for MTCC so as to cross assist other sales associates as required.
- Be thoroughly knowledgeable of conference and catering set up styles and various types of conference services including but not limited to audio visual, technology, food and beverage service, etc...
- Ensure that all communications with customers and co-workers are courteous and professional.
- Meet in person with customers to provide tours of the MTCC facility, introduce them to key personnel, and as required, coordinate tours of the property and build a strong relationship with the Hampton Inn.
- Responsible for answering sales calls and correspondence from current and prospective customers within a 24-hour period. Obtain all information required for booking upcoming meetings or events, book event space in the Event software system; design floor plans for events using event software, provide customers with pricing, and accurately record customer requirements in to Banquet Event Orders (BEO's).
- Delegating information on prospective sales inquiries to the appropriate sales associates and following up to ensure the inquiry is handled promptly and effectively while balancing workloads evenly between yourself and sales associates.
- Work with the General Manager and other MTCC Managers, as required, to problem-solve and/or accommodate special customer requests to finalize BEO's.



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- Consult with the General Manager, as required, for guidance on how to respond to customer inquiries in the most appropriate manner, when unsure as to how to effectively handle an inquiry.
- Respond to customer requests to amend their event requirements, update BEO's in an accurate and timely manner, and ensure that all affected departments receive the latest version of the BEO's.
- Work with the Sales Associates and the Sales & Administration Coordinator to coordinate and prepare all materials for the weekly BEO meetings.
- Required to obtain complete billing information from customers, ensure that credit and collection policies are adhered to, and that all charges to be invoiced are finalized in a timely manner.
- Assist the General Manager with collections of past due event accounts as required.
- Responsible for the safe keeping of confidential customer information including credit card or payment information. This includes properly recording all payment information, processing payment transactions in a timely manner, and ensuring that cash and credit card information is kept in a secured location in cooperation with the Finance Department and in accordance with MTCC policies.
- Responsible for coordinating, and conducting, outbound sales initiatives in cooperation with the various Sales Associates, Sales & Administration Coordinator and General Manager.
- Required to conduct customer visits, attend community/professional events, attend trade shows, etc. as assigned by Management.
- Assist, as may be required, with event set up, decorating and delivery of food and beverage service, and other event duties as assigned by Management.
- Provide supervision, leadership and guidance and direction to the Sales Associates and Sales & Administration Coordinator to build and motivate a strong and cohesive sales team.
- Maintain a professional business appearance at all times, wearing appropriate attire as directed by MTCC management.
- Responsible for creating a positive guest experience. Smile and be helpful and friendly when encountering any guests to the MTCC.
- Responsible for promoting teamwork among co-workers and taking initiative to ensure that all guest needs are met.
- Adhere to all Company policies.
- All other duties as assigned by MTCC management.



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**Other Duties & Responsibilities:**

- Maintain positive relationships with Membertou's Internal and External Customers, ensuring transactions or information received on behalf of the Band and/or its members are kept confidential.
- Maintain and improve Membertou's Quality Management System as it relates to job related duties and and/or department.
- Other department related duties as required by the Director.

**Skills & Qualifications:**

- Minimum of 5 years' previous experience in sales and customer service roles is required, preferably in event and conference sectors.
- Previous relevant experience in hospitality is required, such as meeting room and convention sales, event planning, and/or catering service.
- Post-secondary diploma or degree in hospitality & tourism would be an asset.
- Must be proficient with using computers, and strong in Word, Excel, and event booking software.
- Must be well organized and have the ability to multi-task and handle a busy calendar of events and activities.
- Must possess outstanding, proactive guest service and interpersonal skills.
- Must demonstrate strong written communication skills.
- Friendly, enthusiastic, and have a sales-oriented personality
- Work well under pressure and as part of a professional team
- Must be available for flexible work hours, as required to meet business needs, which may include work on holidays, weekends, evenings and early mornings.
- Valid driver's license and own reliable transportation required.
- Ability to lift up to 25kg.