



# AMERICA'S CAR MUSEUM®

**Now Seeking Candidates For The Following:**

## **PRIVATE EVENT & SALES COORDINATOR**

**REFERENCE JOB#:** W1000

**CLOSES:** When Filled

**APPLICATION PROCESS:** See bottom of ad

AMERICA'S CAR MUSEUM is an Equal Opportunity Employer

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<b>EFFECTIVE DATE:</b>	<b><u>05/08/14</u></b>	<b>DEPARTMENT:</b>	<b><u>Sales</u></b>
<b>FLSA CLASS:</b>	<b><u>Administrative Exempt</u></b>	<b>DRIVING CLASS:</b>	<b><u>Required</u></b>
<b>FTE STATUS:</b>	<b><u>1.0 (Full-time)</u></b>	<b>BENEFITS:</b>	<b><u>Eligible</u></b>
<b>REPORTS TO:</b>	<b><u>Marketing &amp; Communications Manager</u></b>		
<b>SUPERVISES:</b>	<b><u>Event Department Volunteers</u></b>		

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### **GENERAL SUMMARY:**

The Private Event & Sales Coordinator originates, guides, and facilitates the development, implementation, and execution of private events, group tours, and visitation and ensures all are executed within contractual parameters and in a professional and efficient manner that garners repeat business. The incumbent is responsible for achieving targeted sales and revenue goals by fostering existing client relationships and pursuing new clientele, actively selling ACM as an event, group tour, and visitation venue and as a destination for the tourism industry.

The incumbent oversees all operational aspects of private events booked at America's Car Museum (ACM). Responsibilities include, but are not limited to: Promoting, selling, and upselling ACM's event space, group tour, and visitation packages; Promoting ACM visitation and the Museum as a destination for tourism; Overseeing all operational aspects of private events; Creating, negotiating, and executing client contracts; Establishing and maintaining vendor relationships; Ensuring seamless execution of private events; Coordinating and collaborating interdepartmentally; Providing day-of vendor and client support; Providing cross departmental logistical event support; Overseeing related volunteer requisition, training and supervision; Communicating and enforcing sales and events related policies and procedures; Overseeing department equipment and inventory control; Maintaining and updating the event database; Gathering metrics and creating reports; Developing and tracking of sales and private event budgets; Participating in the strategic planning process; Creating and executing internal wedding and concierge promotional events; and, Representing ACM at promotional events, trade shows, and professional/industry groups;

This position requires the ability to utilize discretion to make decisions in support of the organization's objectives and departmental goals, the skills to manage volunteers effectively, and the ability to work independently under minimal supervision and general instructions to fulfill the responsibilities described herein. Evening, weekend and holiday work is required as the Private Event & Sales Coordinator is expected to be onsite the day of the private event to oversee set-up, troubleshoot problems, supervise volunteers, and provide client and vendor assistance.

## **PRIMARY OBJECTIVES:**

1. Achieve or exceed targeted sales and revenue goals through active selling and promotion of ACM as an event, group tour, and visitation venue, and as destination for the tourism industry;
2. Expand private events, group tours, and visitation (through block ticket sales and Ride and Drives) and build a robust book of repeat clientele through excellent customer service and direct outreach to tour companies, convention and visitors bureaus (CVBs), hotels, car dealerships and other outside entities;
3. Oversee all aspects of the execution of private events to ensure outcomes reflect professionally on ACM and are in line with corporate objectives;
4. Ensure seamless execution of private events by functioning as primary contact between the client and ACM regarding all “day-of-event” details;
5. Uphold ACM customer service standards;
6. Ensure and initiate event collaboration and communication between internal departments and external agents;
7. Maintain an updated event database;
8. Ensure the requisition, training, and supervision of sufficient volunteers for private events and group tour support.

## **MAJOR RESPONSIBILITIES:**

Under the general direction of the Marketing & Communications Manager, the Private Event & Sales Coordinator will be responsible for:

1. Achieving targeted sales and revenue goals by fostering existing client relationships and pursuing new clientele by actively selling ACM as an event, group tour, and visitation venue and as a destination for the tourism industry.
2. Creating and executing internal wedding and concierge promotional events, and representing ACM at promotional events, trade shows, and professional/industry groups, actively growing new private event, visitation, and group tour opportunities;
3. Coordinating all operational aspects of private events booked at America’s Car Museum (ACM) and ensuring that all private events are executed within contractual parameters and in a professional and efficient manner;
4. Communicating with private event client’s to draft contracts and coordinate set-up options, vendors, scheduling, parking details, and timeline needs for private events and all ACM departments;
5. Coordinating and overseeing event vendors, event volunteers, and hired services prior to the private event, as well as, the day-of the event;
6. Collaborating with, and maintaining clear communication between ACM departments regarding current and future events, group tours, and visitation;

## **QUALIFICATIONS:**

The incumbent for this position must be at least 21 years of age and possess: A valid Driver License; An AA degree in Hospitality, Business Administration, or Communications (Other degrees may be considered based upon relevance and additional relevant experience may be considered as a substitute on a year for year basis for the educational requirement); and, A minimum of 2 years’ experience in event coordination, events planning, catering, or closely related field and external sales experience. Additionally, the incumbent must be a team player, able to work independently and collaboratively within an interdepartmental collaborative environment.

### **Additionally, the incumbent must possess:**

1. The ability to pass an in-depth background investigation including criminal history, employment records, driving record, and personal references;
2. A proven track record in external sales;
3. Proficient skills in the use of Word, Excel, Power Point, Outlook, and Web navigation;

4. The ability to use Visio diagram software;
5. The ability to drive a personal vehicle for business purposes and ACM vehicles for promotional events (requires an acceptable driving record);
6. The skill and ability to work independently with general instruction and minimal supervision while maintaining a team oriented approach and positive attitude;
7. Demonstrated teamwork skills;
8. An ability to thrive in a fast-paced, dynamic environment with high expectations for professional outcomes;
9. A track record of providing high levels of customer service;
10. A proven ability to multi-task and prioritize competing tasks while meeting deadlines;
11. The interpersonal skills, sensitivity, and ability to professionally interact with a diverse range of people of all ages, socio-economic groups, and personality types;
12. The skills and ability to foster effective working relationships with volunteers, employees, contractors, clients, and collateral entities;
13. The ability to critically analyze and resolve quantitative, logistical, and spatial problems;
14. A willingness to maintain personal scheduling flexibility to cover/provide support for late evening events, special events, promotional activities, and emergencies as the needs of a seven-day operation may require;
15. The ability to: Lift and carry up to 30 lbs. frequently; Lift and carry up to 50 lbs. periodically; Stand and sit for extended periods of time frequently; Bend, stoop, kneel, and twist regularly; Manipulate items with fingers frequently; Operate a computer regularly; Read and interpret displays/monitors, manuals, and instructions frequently; and Effectively communicate in the English language, both verbally and in written format, with guests, contractors, employees, management and outside promotional/Sales targets regularly;

## **WORKING CONDITIONS:**

1. Exposure to a combination of office, shop, commercial retail, commercial food, and outside environments;
2. Minimal exposure to cleaners and various other chemicals;
3. Minimal exposure to dust, gases, and fumes.

## **RESPONSIBILITIES:**

### **PRIVATE EVENT/GROUP TOUR/VISITATION:**

1. Conducts external sales visitation through active solicitation to procure private event, group tour, and visitation clients;
2. Actively pursues new clientele by establishing new relationships and building upon current relationships through networking and direct outreach (tour companies, CVB's, hotels, and other appropriate entities) to promote private events, group tours, visitation, and increase sales;
3. Attends trade shows and external promotional events for the purpose of promoting ACM to potential event, group tour, and visitation clients;
4. Represents ACM at event and tourism organization meetings such as Meeting Planners International, WA State Tourism Association, etc.;
5. Conducts site tours, quotes event space pricing to potential clients, seeks out upselling opportunities, creates client and vendor contracts, and maintains all event related files, contracts, commissions, and database records;
6. Facilitates the management and execution of contractual documents for private events, group tours, and visitation;
7. Plans ACM promotional events (wedding open house, CVB/concierge reception, etc.) to reach new audiences;

8. Oversees group tour and visitation offerings and implementation, including but not limited to: Altru reservation procedure, Master Calendar booking, and tracking of new and repeat group tour clientele;
9. Conducts and facilitates private event, group tour, and visitation client follow-up communications for feedback and possible repeat business.
10. Maintains vendor relations and community partnerships related to private events, group tours, and visitation;
11. Provides annual evaluation of rental, group tour, and visitation pricing structure with recommended competitive pricing structures for private events, group tours, and block ticketing;
12. Provides the highest standard of customer service and proper implementation of ACM's event policies and procedures.

### **COORDINATION:**

1. Ensures effective interdepartmental communications and coordination regarding private events, group tours, and visitation;
2. Coordinates with contractors and external entities to meet and deliver private event objectives, including but not limited to, procuring quotes, price researching, and contract evaluation;
3. Coordinates and collaborates with the Marketing & Communications Manager to develop and facilitate private event, visitation and group tour objectives and strategic plans;
4. Enlists volunteers, in coordination with the Volunteer Coordinator, and provides volunteer training and supervision to ensure adequate staffing services for private events and group tours;
5. Tracks and monitors ACM event equipment and liquor inventory;
6. Provides onsite day-of private event coordination and assistance in collaboration with the Sales and Event Assistant;
7. Collaborates with Signature Events Coordinator to set weekly schedule for the Sales & Event Assistant, to be approved by the Marketing & Communications Manager;
8. Coordinates and communicates all event details to ACM departments and involved participants, including but not limited to, event timelines, vendor needs, event layouts, organization processes, and procedures;
9. Ensures that all aspects of private events are coordinated, developed, and executed on time and within agreed upon strategic parameters;
10. Creates event database forms, updates event forms, and implements proper use of relevant ACM databases for communication and coordination;
11. Providing cross departmental logistical event support for ACM events and programs not related to private events;
12. Creates purchase orders and reports and coordinates with the Finance Department to reconcile all private event, group tour, and block ticket expenses and proceeds;
13. Partners with the Marketing and Communications Department for collateral creation and advertising placement opportunities.
14. Creates preliminary budgets for private events, group tours, and visitation, maintains profit and loss statements based on approved budget, and produces related statistics and reports;

### **SPONSORS & VENDORS:**

1. Facilitates sponsor benefits according to contractual agreements, during the planning process, and on day-of private event;
2. Communicates and enforces ACM policies, processes, and procedures to vendors to ensure ACM requirements are upheld;
3. Monitors vendors onsite for deliveries and day-of vendor assistance;
4. Tracks Sponsorship Event Credits in Sales Department database for utilization and reporting purposes;

5. Annually reviews and updates (if necessary) the Museum's sales and events policies, procedures, preferred vendor contracts, and contact calendar;

**OTHER:**

1. Maintains a flexible schedule, able to work weekends late nights and holidays as needed;
2. Serves as additional team-support for ACM events as needed;
3. Participates in the strategic planning and budgeting process;
4. Participates in on-call responsibilities in emergency situations;
5. Drives personal vehicle for business purposes, as needed;
6. Drives ACM vehicles for promotional purposes, as needed;
7. Utilizes MS-Outlook for email communications and scheduling;
8. Performs other duties as assigned.
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**REQUIRED APPLICATION MATERIALS:**

To apply for this position, include all of the following:

**NOTE: All application materials must be received to be considered for this position.**

1. Salary History *(Must be incorporated into resume, email or attachment)*
2. Professional references *(minimum of three contacts)*
3. Cover letter *(include specific job reference # W1000)*
4. Resume

**Email all application materials to [hr@AmericasCarMuseum.org](mailto:hr@AmericasCarMuseum.org) or fax to 253-779-8499.**