



AMERICA'S CAR MUSEUM

SALES & EVENTS COORDINATOR POSITION DESCRIPTION

EFFECTIVE DATE:	<u>02/13/2020</u>	DEPARTMENT:	<u>Private Events</u>
FLSA CLASS:	<u>Non-Exempt</u>	DRIVING CLASS:	<u>Required</u>
FTE STATUS:	<u>1.0 (Full-time)</u>	BENEFITS:	<u>Eligible</u>
REPORTS TO:	<u>Sales & Events Manager</u>		
SUPERVISES:	<u>Volunteers & Contracted Events Staff</u>		

GENERAL SUMMARY:

The Sales & Events Coordinator works closely with the Sales & Events Assistant and is supervised by the Sales & Events Manager. This position 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 assists in overseeing operational aspects of private events booked at America's Car Museum (ACM). Responsibilities include, but are not limited to: Receiving inquiries and proposals from potential clients; Booking/Scheduling events and group tours; Promoting, selling, and upselling ACM's event space, group tour, and visitation packages; Promoting ACM visitation and the Museum as a destination for tourism; Supervising 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; Supervising related volunteer requisition, training and supervision; Communicating and enforcing sales and events related policies and procedures; Supervising 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; and Participating in the strategic planning process; and, Representing ACM at promotional events, trade shows, and professional/industry groups;

This position requires the ability to utilize discretion; improvise when necessary; find solutions to problems which arise during events; and make decisions in support of the organization's objectives and departmental goal. Additionally, this position is required to assist in the supervision responsibilities of the department, including the Sales & Events Assistant, volunteers and vendors 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 Events & 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:

Printed Name	Signature	Initials	Date Received
--------------	-----------	----------	---------------

1. Receive requests for proposals from potential clients, forward appropriate information to them, schedule and facilitate site tours, and schedule events, which add to the overall sales of the department for both Private Events and Group Tours;
2. Assists the Sales & Events Manager supervising the execution of private events to ensure outcomes reflect professionally on ACM and are in line with corporate objectives;
3. Assists the Sales & Events Manager to ensure seamless execution of private events by functioning as contact between the client and ACM regarding all “day-of-event” details;
4. Follow procedures to ensure information is organized, seamless and available for all staff involved in the success of the event;
5. Uphold ACM customer service standards and ensure that events are run with the utmost professionalism and positive outcome
6. Ensure and initiate event collaboration and communication between internal departments and external agents;
7. Maintain an updated event database, group tour database and budget database
8. Ensure the requisition, training, and supervision of sufficient volunteers for private events and group tour support;
9. Provide administrative support, such as updating of Private Events department forms and documents and updates/maintains the event database.

MAJOR RESPONSIBILITIES:

Under the general direction of the Sales & Events Manager, the Sales & Events Coordinator will be responsible for:

1. Assisting with logistics and the execution of Private Events Department promotional events, external events and ACM events;
2. Assisting the Sales & Events Manager with outreach to potential tour clients, tracks tourism clientele, and follow-up communication with existing clients to promote an increase in group tour and visitation business for ACM;
3. Supporting Private Events Manager in the requesting of volunteers, creation of event sheets/forms and providing day of event volunteers and contracted temporary staff supervision;
4. Accepting inquiries and scheduling events to bring additional sales and revenue to the Private Events Department;
5. Planning the logistics of events with vendors and clients leading up to the event date. Ensuring all information is organized and completed, including event sheets, volunteer requests, facilities needs and collection of all deposits prior to events;
6. 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;
7. 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;
8. Coordinating and supervising event vendors, event volunteers, and hired services prior to the private event, as well as, the day-of the event;

Printed Name
Signature
Initials
Date Received

9. 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 ability and willingness to obtain a Class 13 Washington State Alcohol Server Permit and CPR Certificate of training;
7. The skill and ability to work independently with general instruction and minimal supervision while maintaining a team oriented approach and positive attitude;
8. Demonstrated teamwork skills;
9. An ability to thrive in a fast-paced, dynamic environment with high expectations for professional outcomes;
10. A track record of providing high levels of customer service;
11. A proven ability to multi-task and prioritize competing tasks while meeting deadlines;
12. The interpersonal skills, sensitivity, and ability to professionally interact with a diverse range of people of all ages, socio-economic groups, and personality types;
13. The skills and ability to foster effective working relationships with volunteers, employees, contractors, clients, and collateral entities;
14. The ability to critically analyze and resolve quantitative, logistical, and spatial problems;
15. 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;
16. The ability to understand and effectively communicate in the English language, verbally and in written form;
17. The ability to bend, kneel, twist and stand for long periods of time;
18. 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.

Printed Name

Signature

Initials

Date Received

WORKING CONDITIONS:

1. Exposure to a combination of office, shop, commercial retail, commercial food, and outside environments;
2. Outside work is conducted in varying weather conditions;
3. Minimal exposure to cleaners and various other chemicals;
4. Minimal exposure to dust, gases, and fumes.

RESPONSIBILITIES:

PRIVATE EVENTS/GROUP TOUR/VISITATION:

1. Supports Private Event Manager in the procurement of new tourism based clientele by sending emails, making cold calls and delivering collateral to appropriate group tour and visitation;
2. Creates a monthly list of new tour clientele and outreach initiatives;
3. Executes private event rental agreements per client contracts;
4. Attends trade shows and external promotional events for the purpose of promoting ACM to potential event, group tour, and visitation clients;
5. Represents ACM at event and tourism organization meetings such as Meeting Planners International, WA State Tourism Association, NACE (National Association of Caterers & Events), etc.;
6. Conducts site tours, quotes event space pricing to potential clients, seeks out upselling opportunities, schedules events; creates client and vendor contracts, and maintains all event related files, contracts, commissions, and database records;
7. Assists the Sales & Events Manager in facilitating the management and execution of contractual documents for private events, group tours, and visitation;
8. Assists the Sales & Events Manager in planning ACM promotional events (wedding open house, CVB/concierge reception, etc.) to reach new audiences;
9. Assists in organizing group tour and visitation offerings and implementation, including but not limited to: Altru reservation procedure, Master Calendar booking, Group Tour spreadsheet in Excel, and tracking of new and repeat group tour clientele;
10. Conducts and facilitates private event, group tour, and visitation client follow-up communications for feedback and possible repeat business.
11. Maintains vendor relations and community partnerships related to private events, group tours, and visitation;
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. Provides room rental rates and availability to potential clients, and booking the space once confirmed;
3. 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;

Printed Name

Signature

Initials

Date Received

4. Coordinates and collaborates with the Marketing & Communications Manager to develop and facilitate private event, visitation and group tour objectives and strategic plans;
5. 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;
6. Tracks and monitors ACM event equipment and liquor inventory;
7. Provides onsite day-of private event coordination and assistance in collaboration with the Sales & Events Assistant;
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 invoices and distributes to both clients and vendors to ensure payments are collected;
11. Creates event database forms, updates event forms, and implements proper use of relevant ACM databases for communication and coordination;
12. Providing cross departmental logistical event support for ACM events and programs not related to private events;
13. Creates purchase orders and reports and coordinates with the Finance Department to reconcile all private event, group tour, and block ticket expenses and proceeds;
14. Partners with the Marketing and Communications Department for collateral creation and advertising placement opportunities.

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 Private Events Department database for utilization and reporting purposes.

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.

Printed Name	Signature	Initials	Date Received
--------------	-----------	----------	---------------