

**Francis Marion Hotel
Position Description**

Position Description: Express Meeting Manager **Department:** Sales

Reports to: Director of Sales

Date Written/Updated: March 18, 2008

POSITION PURPOSE:

Manage accounts to achieve guest satisfaction and to solicit past and new business to ensure all revenue goals (room night, average rate, banquet food, banquet beverage, meeting room rental, audio visual, and room rental) are achieved or exceeded.

SPECIFIC JOB KNOWLEDGE, SKILL AND ABILITY

The individual must possess the following knowledge, skills and abilities and be able to explain and demonstrate that he or she can perform the essential functions of the job, with or without reasonable accommodation, using some other combination of skills and abilities.

- Actively solicit accounts, corporations for business from new and existing clients to maximize expected revenues.
- Pursue targeted key accounts with outside sales calls, appointment calls, site tours, telemarketing, etc.
- Qualify business, track leads and follow up.
- Develop and implement strategies to maximize revenue and target key potential accounts.
- Generate profitable rooms and catering sales revenue.
- Develop local specific market segment through outside sales calls with a minimum of eight hours of outside sales calls and strategic action plan to secure business.
- Detail events with clients.
- Know Menus, Meeting capacities, AV information, sleeping room details, and Charleston.
- Be familiar with P&L, Marketing Plan, Forecasting, and Budget.
- Communicate with Operations via BEOs, Resumes, and BEO meetings.
- Review budget to identify specific segment you will be responsible for fulfilling and recognize its impact on the budget for the entire hotel.
- Work cooperatively with all departments to fulfill the guest and client expectations. Timely communications through Pre-convention Meetings and Group Resumes.
- Be versed in the English language to verbally and in written form communicate professionally with customers.
- Use effective selling and negotiating skills.
- Actively participate in the development, training, mentoring, etc, of associates.

- Know how and when to impose dealings and delegate tasks.
- Adhere to Francis Marion EEO policies.
- Motivate and provide a work environment in which associates are productive.
- Demonstrate self-confidence, energy and enthusiasm.
- Present ideas, expectations and information in a concise, well-organized way.
- Manage group or interpersonal conflict situations effectively.
- Understand how to manage in a culturally diverse work environment.
- Use problem-solving methodology for decision-making and follow-up.
- Have personal integrity, manage time well, highly visible in areas of responsibility.

QUALIFICATION STANDARDS

Academic Requirements:

High School Diploma or equivalent

College Degree preferred

Training Courses Required:

Must be proficient in Microsoft Word, Microsoft Excel and Delphi.

Grooming:

All employees must maintain a neat, clean and well-groomed appearance. (Specific standards available.)

Other:

Minimum of two years in Convention and Conference Coordination with exposure to office procedures and experience in function room set-ups and service.

Experience in negotiation, selling menu planning, hotel operations, function space configuration, and room set-ups.