

## **The Cable Center Job Description**

**Job Title:** Venue Sales Manager

### **SUMMARY**

We are looking for a dynamic Sales Manager to manage sales for one of the most premier event spaces in Denver - The Cable Center. This job is to turn leads into sales, engage new prospects and existing clients, perfecting proposals and contracts, marketing events, ultimately closing the sale and ensuring their event is a success in at our venue!

### **ESSENTIAL DUTIES AND RESPONSIBILITIES – WHAT YOU WILL BE DOING**

- Handles all sales leads from calls to contract
- Reach or exceed quarterly and annual target revenues
- Respond to client inquiries/requests within lightning-fast timelines.
- Reach out to past clients to reconnect and seek new opportunities.
- Proactively driving client communications and be the main/sole point of contact for each individual client until contract execution occurs
- Tracking and updating all efforts through our CRM system daily.
- Facilitating site visits and walk-throughs for prospective clients.
- Preparing, negotiating, and proposals for clients. Addressing any client's questions, concerns, and issues. Assisting with all pre-contract event details and logistics.
- Understanding event and conference calendar and subsequent busy periods
- Providing clear verbal and written communication to Event Manager on event information.
- Seamlessly transitioning clients to Event Manager as their lead point of contact upon contract execution
- With Marketing, increasing venue and product awareness within the marketplace by conducting sales calls, familiarization tours, industry meetings, trade shows, etc.
- Assisting Marketing to create sales collateral, floorplans, logistic procedures, SOP, rules, and regulation
- Works with event manager for events which includes ensuring the staff is trained in proper facility maintenance, each event is appropriately set with vendors who follow Cable Center guidelines from set-up through clean-up; emergencies are handled throughout the event in a timely manner; and those guests have a great experience which may bring return business to The Cable Center.
- Works closely with the CFO to develop and implement new revenue strategies to increase event revenue.
- Actively works with the Marketing and Development Department for all advertising and marketing materials for facility rentals.
- Actively works with the Marketing and Development Department to develop social media outlets along with event web-site management.
- Develops agreements as well as determines and manages vendor relationships with catering companies, security administration, parking services and all outside event staffing companies.
- Develops an annual budget with the events manager including promotional needs such as advertising, staffing, office supplies, furniture, etc.

- Manages budget, develops changes for approval as needed and reviews the budget with the CFO on a regular basis.
- Maintains staff memberships with local and national organizations including NACE, ISES, MPI, Denver Metro Chamber and other event related networking groups.
- Works with the CFO and outside legal counsel to develop master rental agreements for all facility rentals; maintains all records of events booked, manages all negotiations, fees, insurance, and addresses any special legal requests.
- Generates monthly reports evaluating sales numbers/leads and sources, with details, for evaluation of effectiveness of marketing materials.
- Manages the events database used to evaluate all revenue from events and additional revenue sources; as well as manage the data entry to ensure all revenue is billed timely and accurately invoiced.
- Work with Events Manager as a contact for vendors, which includes Accounts Payable invoices and timely coding for processing payments.

## **QUALIFICATIONS – WHAT WE ARE LOOKING FOR:**

### **Must be:**

- Obsessively focused on client satisfaction.... perhaps subject to chronic bouts of need-to-be-liked syndrome
- A self-starter that thrives in fast-paced, entrepreneurial environment
- Metrics-driven
- Detailed-oriented and organized to track and execute all opportunities well
- Capable of designing/implementing processes (sometimes from scratch) to improve execution
- Resourceful to find the right deal for everyone
- Detailed-oriented and organized to track and execute all opportunities well
- Able to deal with ambiguity to improve as we grow
- Strong team player to make our company even better Prior experience with event sales, production or marketing is preferred but not a strict requirement.
- Strong verbal and written communicator who is customer-oriented and driven to close
- Familiarity with Priava (CRM) a plus
- Familiarity with Triple Seat a plus
- Must be able to walk up and downstairs, be able to lift 25lbs
- Must be able to use computer, phone, sit/stand for a long period of time
- Must be respectful, kind, and decent
- Some event management experience required.
- Cable industry experience and knowledge helpful.
- Excellent interpersonal, negotiation and communication skills.
- Strong project management skills ensures that all work is completed effectively; solves problems and monitors the progress of work against schedules and budgets; maintains high performance standards.
- Ability to identify and evaluate business opportunities.
- Familiarity with local and regional professional organizations related to event planning and the cable industry.
- EMS Software experience helpful.
- PR/Marketing experience helpful.

- Ability to read and interpret financial statements a plus.
- Drives mission of the organization.
- Must attend certain event functions and maintain outstanding attendance to fulfill the essential job functions.

### **EDUCATION and/or EXPERIENCE**

Bachelor's degree (B. A.) from a four-year College or University; and at least five years of experience in venue management; or equivalent combination of education and experience.

### **LANGUAGE SKILLS**

Ability to read, analyze, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to effectively present information to top management, public groups, and/or boards of directors.

### **MATHEMATICAL SKILLS**

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

### **REASONING ABILITY**

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

### **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; reach with hands and arms; and stoop, kneel, crouch, or crawl. The employee is occasionally required to sit and taste or smell. The employee must frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

### **HOURS & BENEFITS**

- Compensation based on experience with commission structure.
- Paid vacation, health benefits and 401(k)

**CONTACT:** [Jessica@morevents.com](mailto:Jessica@morevents.com)