

Manager – Sales and Client Care

Department	Conferencing & Events	Reports To	Director – Conferencing & Events
Position Level	Manager	Position Type	Full-Time/Non-Union
Date Revised	March 20, 2019		

JOB SUMMARY

The duties of the Manager – Sales and Client Care are targeted at the success of client events using services and space offered by the Horowitz Events Centre. This position is the lead for the coordination team, which is responsible for all communication with new and existing clients looking to rent venue space, book catering services, or utilize other event services from the Horowitz Events Centre.

The Horowitz Events Centre (HEC) is the Conferencing & Events arm of the University of Alberta Students' Union (SU). We run and manage all events taking place in the Students Union Building on campus, and provide catering & events services to all University of Alberta campuses. There is over 30 000 square feet of meeting space in the Students' Union Building, and is in high demand by both campus based and local Edmonton organizations, booking over 4000 events per year. The signature venue of SUB is the Horowitz Theatre, a 720 seat performance theatre which has hosted a wide range of shows including concerts, comedy, live performance, lectures, and dance festivals. Catering is a key activity of the Horowitz Events Centre, responsible for over 60% of annual revenue.

While this position is expected to be sales driven, a key value of the SU is providing services and support for students and student groups to relax and socialize on campus. Part of the success of the position will be judged on maintaining these student relationships and upholding this value of the SU.

ROLE AND RESPONSIBILITIES

1. Be responsible for the overall sales and coordination strategy for all Horowitz Events Centre services.
2. Create and execute an ongoing business development strategy for the Horowitz Events Centre, with regular reviews and adjustments.
3. Act as one the key booking coordinator for events, focusing on high priority bookings. Involves signification communication with clients pre- and post-event, in regards to (but not limited to): orders, quotes, contracts, layouts, show notes, staffing details, equipment reports, statements, venue tours, tastings, site visits, event attendance.
4. Manage and mentor staff members of the client coordination team including: Client Coordinators, On Campus Specialist, and Administrative Assistants. Handle workload distribution amongst the team and be ultimately responsible for the operation of the HEC administrative office.
5. Ensure that queries raised with the Horowitz Events Centre, are promptly and effectively handled and adequately answered (or forwarded to the responsible party), and to ensure that such actions as may be necessary in follow-up to such queries is taken in a timely manner. Be responsible for managing client concerns, handling any escalations from members of the coordination team.
6. Develop and implement strategies for measuring various metrics related to the coordination team duties, including but not limited to: client success, lead conversion, patron feedback, sales, menu feedback, venue feedback. Work with HEC leadership to develop and implement corrective actions based on feedback, and to actively make efforts to address any issues, seeking to identify continuous improvement opportunities wherever possible.
7. Work with the operations team to understand the deployment needs and limitations of our services. Create, maintain and regularly review resources for the coordination team to understand our operations. Develop and execute a continuing skills development program for all members of the coordination team.
8. Work with the Executive Chef on catering menu options, providing data driven feedback on annual and seasonal menus.
9. Work the HEC leadership to develop packages of services which meet the catering, event, and venue needs of our clients, both for annual and seasonal advertising.
10. Be responsible for ensuring final billing is completed and submitted to the SU Accounting Department on a timely basis for all HEC services.
11. Prepare regular reports for HEC leadership regarding the duties and outputs of the coordination team, allowing for continual review of operations, and to make changes to standard procedures when required.
12. To attend and/or chair such meetings that may be required to support the smooth operation of all conferencing and event services or the Students' Union as a whole.

13. To manage HEC coordination in a manner, which adequately and effectively reflects the budgets, approved for the HEC and/or which reflects the best interested of the HEC and the Students' Union.
14. To recognize, address and handle issues in a manner which reflects the requirements of the Director - Conferencing & Events, and in a manner which contributes positively to the smooth operation and success of Students' Union Venues.
15. To work flexible hours to ensure that services are delivered efficiently, on time, and in the best interest of the client. Requires participation in meeting, events, and outreach functions outside of normal business hours.
16. To work as a team member by participating in miscellaneous tasks as may be identified from time to time by the HEC Management Team.
17. To perform other job-related duties as may be required by the Director - Conferencing & Events in order to ensure the smooth and secure operation of the Horowitz Events Centre.

QUALIFICATIONS AND EDUCATIONAL REQUIREMENTS

- A minimum two years of related post-secondary education, or an acceptable combination of education and experience
- Supervisory experience is required
- Sales experience is required
- Excellent organizational and strong writing skills are required
- Must have excellent communication and interpersonal skills
- Ability to work with little or no supervision
- Ability to work with students, staff, University faculty and administration with a dedication to providing excellent customer service
- Computer skills, including proficiency with Microsoft Office, are a requirement. Experience with Mac operating systems will be considered an asset
- Must be able to work a varied schedule including evenings and weekends
- Experience in a theatre, kitchen, and/or conference center will be considered an asset
- Knowledge of budgeting and staffing procedures will be considered an asset
- Experience in the arts and culture or entertainment industry will be considered an asset
- Experience in a bar or hospitality venue will be considered an asset
- ProServe certification will be considered an asset

PREFERRED SKILLS

- Event Management
- Supervision Experience
- Project Management
- Knowledge of the Students' Union

WORKING CONDITIONS

- 37.5 hours per week
- Willingness and ability to work varying hours – including weekends and evenings