

Cedarbrook Country Club

Director of Club/Banquet Events

Job Description

Position:

Director of Club/Banquet Events

Related Titles:

Special Events Manager; Catering Director; Banquet Manager

Reports To:

Dual Reporting for the Executive Chef and the General Manager

Summary of Responsibilities:

Responsible for strategic direction and bottom-line revenues for club members and non-member banquets and events. This individual is responsible for working directly with club management in creating a clear and credible vision for Cedarbrook, understanding revenue mix and the alignment of human resources, marketing, and systems to achieve strategic goals and maximize revenues.

The Director of Club/Banquet Events must display a wide range of skill sets including strong written and verbal skills, organizational skills, and creativity.

Primary Duties:

(Club Events)

- Plans, develops, promotes, and directs all member social events and activities
- Contributes to ensuring the club newsletter and website are current and through awareness, helps to further ensure messaging is consistent within departments and to the general membership
- Coordinates with other departments to ensure synergies and communication across all channels
- Utilizes available club resources in lieu of outsourcing whenever possible
- Represents members' needs and interests on applicable club committees

(Banquet Events)

- Develops and continually enhances relationships with key corporate, business accounts, community organizations and professional associations, always keying on member relations to maintain high visibility and increased market share
- Solicits, negotiates and books new and repeat business through various efforts (outside sales calls, telemarketing, mailings, referrals, property tours, networking, etc.)
- Consistently reviews shifts in the market mix and makes pricing recommendations
- Helps members arrange banquets, luncheons, meetings, weddings, and other social events

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Job Description cont'd

(General)

- obtains pertinent information needed including permits and certificates of insurance when required
- Assists in developing and implementing a marketing plan
- Assist in developing and implementing internet-based sales and marketing initiatives and E-Strategies Handles client complaints
- Helps guests with parking, entertainment, decorations, audio/visual and any other requirements integral to events being planned
- Arranges prompt payment for all events
- Critiques functions to determine future needs and to implement necessary changes for increased quality
- Tracks new products and trends in food service and catering applicable to the club
- Ensures the security of valuables (club's, guests' and members' property) during catered events
- Assumes responsibility of manager on duty (MOD) when necessary
- Ensures that proper housekeeping and energy conservation procedures are always followed
- Plans professional development and training activities for subordinate staff.
- Knowledgeable of the properties competitive set and recommends sales/pricing strategies, service, and product improvements to stay competitive
- Provides tours and offers suggestions in efforts to sell the club's facilities for the occasion
- Works with the Chef to determine selling prices, menus, and other details for all events; oversees the development of contracts
- Suggests and helps guests plan menus in conjunction with the Executive Chef and/or other culinary personnel
- Transmits necessary information to and coordinates event planning with production, serving and housekeeping staff; arranges for printing of menus, procuring of decorations, entertainment, and other special requests, etc.
- Keeps club policies and procedures current including terms and conditions for all contracted events
 - Establishes policies for payment guarantees, minimum head counts, menu descriptions and all ancillary charges
- Attends industry trade shows
- Develops and maintains all sales collateral
- Responsible for achieving revenue budgets for club and party/banquet events
- Helps develop catering budgets; reviews financial reports and takes corrective actions as appropriate to help assure that budget goals are met
- Responsible for completing and communicating daily, weekly, and monthly sales/revenue results
- Generates monthly, quarterly, and annual forecasting
- Pulls and analyzes appropriate sales and participation data to develop and recommend appropriate actions to increase participation and profitability
- Monitors club survey results

- Conducts Annual Reviews of subordinates
- Oversees and directs all FOH personnel including scheduling and training
- Check's function sheets against actual room set-up; oversees personnel scheduling and may help supervise service personnel
- Ensures accurate and thorough notes/traces of accounts are maintained via the club's property management software for all accounts
- Assists accounting with billing inquiries and problems
- Is aware of and provides a workflow to ensure all matters of compliance are upheld for the club's 501 C7 corporate structure relative to sales mix and accountability
- Maintains past and potential client files; schedules calls/visits to assess on-going needs of prospective clients for catering services

(Meeting Structure)

- Attend regular Department Head meetings
 - Provide regular reporting on key indicators
- Conduct weekly Banquet Event Order (BEO) meetings
- Attend, as a guest upon invitation, the monthly Board of Governors meeting from time to time
- Ad hoc and other committees

Please send to your resume and cover letter to:

Bill Beisel

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