13767W County Road B
Hayward, WI 54843

Job Posting

Job Title: Conference Center Director
Department: Conference Center
Reports to: Executive Director of Hospitality
Starting Rate: $75,418 - $94,273
Position Type: Key
Opening Date: 09/03/26
Closing Date: Until filled

Basic purpose or function: Responsible for generating Conferences, meetings and banquet event sales ensuring that services and offers exceed our guests' expectations. Develop higher property-wide revenue through outside sales of meeting space. Duties include leadership for the Conference Center operation, a 360-degree sales process for new business including lead generation, prospecting, closing sales and follow through with the same enterprises or individuals for successive engagements.

Job Duties:

- Collaborate directly with the Executive Director of Hospitality, Hospitality Manager, Food & Beverage Manager, Marketing Manager, Player Development Manager, and other Conference Center Team Members to plan, organize, and direct high-profile events, weddings, conferences, concerts, and other special occasions for guests ranging between 10 to 3,000 resulting in a positive experience.
- Collaborate with other departments to ensure seamless coordination in a professional manner, aiming to exceed guest expectations.
- Meet or exceed budget-with appropriate focus on financials in the Conference Center and Casino Entertainment departments and strategies for constant improvement of results.
- Communicate, coordinate, facilitate interdepartmental planning in weekly BEO (Banquet Event Order) meetings.
- Work with IT to acquire and/or arrange the necessary production equipment (e.g. sound, lights, decorating) to support all events.
- Work with the Food & Beverage Manager to develop and maintain a cost-effective banquet and function pricing structure and comply with casino billing procedures.
- Work with the Marketing Manager and Hospitality Manager to ensure cross communication and arrange publicity for internal and external Conference Center events. Use the Marketing Design Request form to request signage, tickets, monthly marketing flyer inserts, and requests for electronic billboard event postings.
- Recruit, select, train, coach, schedule, evaluate, discipline, and hold team members accountable as necessary, following the procedures of the HR Department
- Recognize performance achievements and celebrate team successes.
- Oversee all with Personal Action Forms, Disciplinary Notices, Incident Reports, Team Member Performance Evaluations and Team Member recognition.
- Calculates and computes all functions of time management system for time and attendance.
- Actively promote and represent the Casino, Lodge and Conference Center in the community and at various organizations.
- Knowledgeable of all software within each department: POS, PMS, Lodge, Conference Center, Food and Beverage software.
- Develop and maintain positive business relationships with all guests, vendors, and other external partners to ensure satisfaction and repeat business.
- Understand, support, and administer compliance with the health and safety regulations.
- Monitor and maintain an accurate inventory of supplies and equipment.
- Develop and implement marketing strategies, sales strategies, and action plans to promote services and increase revenue.
- Conduct regular physical inspections to ensure all standards of excellence are being met. Ensure proper maintenance of facilities and equipment.

- Managing guest feedback and resolving complaints or issues promptly in a professional manner aiming to exceed guest expectations.
- Facilitate and maintain on-going communication and collaboration with various departments, such as Marketing, Security, Maintenance, MOD, and VIP Hosts to ensure seamless operations.
- Ensure a high level of customer service by leading and motivating the hospitality team, setting performance expectations, and providing ongoing training and development.
- Establish standardized event procedures and train Team Members on how to properly execute them.
- Specify Team Member's requirements for the event with the ability to delegate event planning tasks where necessary.
- Create and revise room layouts according to each event within the Conference Center.
- Manage and oversee events on the day of, including problem-solving, welcoming guests, directing event set-up, and decorating. Tear-down of event room(s), link hallway, VIP events themes, and/or meetings. Ensuring that client specifications are met prior to guest arrival and communicating with Team Members and organizing vendors.
- Conduct tours of our property by meeting planners and other potential clients while informing them of all food related, gaming, lodging, and event services we have to offer.
- Invoice and process billing and banquet event orders (BEO) using the PMS System.
- Monitoring financial performance, managing budgets, and identifying strategies to maximize revenue and profitability, contract negotiation, and cost reduction strategies.
- Negotiate and execute Casino Entertainment contracts, Hospitality and Tech riders along with bookings.
- Maintaining relationships with vendors, suppliers, and partners to ensure quality products and service.
- Maintain strict confidentiality and excellent judgment regarding privileged information.
- Ability to work in a fast-paced, high-stress environment.
- Prepare the annual budgets, including payroll expense, applicable expense line items, and recommendations for capital expenditures for the departmental operations.
- Respond to emergency guest situations and to contact the appropriate personnel or agencies to maximize safety.
- Communicate with security and/or local law enforcement to report suspicious, illegal, or dangerous activities, conditions, situations, or persons and document these actions on incident or accident report forms.
- Communicate with all personnel about any current information regarding changes or additions in policy or procedure or with services, entertainment or any other operational business that may affect them or the guests.
- Prepare, monitor, and control the annual operating and capital budget for the Conference Center. The Conference Center budget will be developed in coordination with the Executive Director of Hospitality to incorporate the group sales forecast of revenue and expense.
- Study and understand space and amenity pricing thoroughly, negotiate and close bookings.
- Develop a booking system to track correspondence with contacts to stay current with where each of them is in the steps of the sales process.
- Work in conjunction with Executive Director of Hospitality, Hospitality Manager, Food & Beverage Manager, and other Conference Center Team Members to develop an efficient event scheduling system.
- Conduct research and marketing surveys to determine opportunities to pursue in our regional marketplace.
- Maintain an organized inventory of existing accounts, develop new accounts, and establish positive working relationships with all clients by fully understanding their expectations and anticipating their needs.
- Promote ever increasing awareness of the Conference Center to potential clients for meetings, corporate retreats, social events, etc. via sales calls, on-site visits, phone calls, tradeshows, and written correspondence.
- Keep detailed records of correspondence and status of existing and potential clients.
- Provide a summary of monthly contacts, follow-up, and closing activity to the Executive Director of Hospitality.
- Promote the highest degree of customer service, both internally and externally. Contribute positive energy to a work environment that promotes teamwork, recognition, mutual respect, guest, and team member satisfaction.

- Adhere to compliance with departmental procedures and internal controls, policies, procedures, and regulations.
- Understand and promote the Vision/Mission Statement, Core Values, Three Steps of Service and 8 Service Standards. Keep current and knowledgeable on all Marketing promotions and impart this information to Guests and Team Members
- Assists the Marketing Department with promotions and events to engage potential clients on an ongoing basis.
- Attend all meetings as requested by the Executive Director of Hospitality.
- Function in the absence of team members.
- Other duties as assigned.

Job Qualifications:

- Preferred bachelor's degree in a Sales/Marketing or related field and 4 years sales experience or an equivalent combination of education and experience in the Hospitality industry.
- Ability to adapt to a changing work environment and multiple responsibilities.
- People-oriented and result-driven leadership skills, with a proven history of motivating leaders and team members to meet and exceed goals and provide the highest quality experience for guests.
- Strong ability to forecast, budget, create and manage controls and policies, analyze trends, course correct, and deliver results.
- Strong customer service experience with direct guest interface.
- Must be very well organized, detail-orientated, analytical and accurate.
- Must possess excellent written and oral communication skills.
- Must demonstrate leadership and motivational abilities with a positive public relation attitude.
- Must be knowledgeable in MS Office, Excel, & Outlook
- Must be able to stand for extended periods of time and be able to lift 50lbs or more.
- Present a clean, neat, and professional image.
- Must be able to work a flexible schedule if needed. Including weekends and holidays.
- Maintain a bartending license.
- Must obtain a key gaming license.
- Must complete Title 31 training.

Native American preference applies to all candidates for this position.

Apply online at:

www.sevenwindscasino.com
Our Team

If you are unable to apply online, submit information to:

Sevenwinds Casino, Lodge & Conference Center
Human Resource Department

13767W County Road B
Hayward, WI 54843

Tina Coss, Human Resources Director
715-634-5643 Ext. 6107
or
Tamara Christman, Training Specialist
715-634-5643 Ext. 6121