



13767W County Road B  
Hayward, WI 54843

## Job Posting

Job Title: Event Specialist  
Department: Conference Center  
Reports to: Hospitality Manager  
Pay Range: E3  
Position Type: Key  
Opening: 07/05/2023  
Closed: Until Filled

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**Basic purpose or function:** To assist our organization in delivering phenomenal events that build business relationships, generate excitement around our organization, grow sales and amplify the Sevenwinds brand awareness. Also to be an active member of the hospitality and event planning industries to pursue new market opportunities to increase event sales. Meet with clients regularly and often conduct tours of the event facility. Event Specialist provides accurate and timely information to clients, vendors and meeting planners. Continuously focus on improving customer satisfaction to create customer loyalty and deliver a positive event experience.

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### **Job Responsibilities:**

- Collaborate with the Operations Management Team to plan, develop, and implement entertainment, special events to drive profitability for the Conference Center.
- Preparing and managing events timelines, coordinating technical aspects, generating media interest and preparing expenditure reports.
- Using creativity and resourcefulness in organizing and hosting successful events that meet business objectives that will aid in promoting the property, engaging with clients and inspiring confidence in our Sevenwinds brand.
- Sales efforts will consist of spending most of your time on sales calls and the rest of the time developing sales strategies on growing profitability.
- Prepare proposals for clients and maintain well-organized event records. Develop a portfolio of clients.
- Build and maintain working relationships with internal and external client along with leveraging these relationships to deliver innovative and memorable events.
- Proactively prospect for potential customers through varied means (cold calls, door-to-door, lead research, social media selling internet research, and or existing relationships etc.)
- Follow guidelines in completing contracts, and handing them off to the proper channels. Properly communicate client's requirements and objectives to the Conference Center Coordinator.
- Create and present proposals to potential clients, spending time with them to assess needs and discuss options.
- Successfully close sales to directly generate revenue for the property.
- Follow-up and maintain communication with clients after initial execution.
- Attend trade shows, industry meeting and other promotional or educational events deemed beneficial. Participate in regional events to promote the property.
- Achieve or exceed sales targets for the property. To be determined by Hospitality Manager and to be agreed upon.
- Work with IT to acquire and/or arrange for the necessary production equipment (e. g. sound, lights, decorating) to support all events.
- 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, Marketing monthly flyer inserts, and requests for electronic bill board event postings.
- Study and understand space and amenity pricing thoroughly, negotiate and close bookings.
- Collaborate with Marketing to develop sales strategies targeting clients.
- 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.
- Conduct tours of our property with meeting planners and other potential clients while informing them of all food related, gaming, lodging and event services we have to offer.

- Provide a summary of monthly contacts, follow up and closing activity to the Hospitality Manager.
- Ensure repeat business by providing reminders of important dates/deliverables and following up after events with Thank you letter.
- Promote the highest degree of customer service, both internally and externally. Contribute positive energy to a work environment that promotes teamwork, recognition, mutual respect, and guest and team member satisfaction.
- Keep current on trends within the Hospitality, Conference and Restaurant industries.
- Attends all meetings as requested by the Hospitality Manager.
- Function in the absence of Team Member.
- Other duties as assigned.

**Minimum 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.
- Strong customer service experience with direct guest interface.
- Must demonstrated leadership and motivational abilities with a positive public relation attitude.
- Must be knowledgeable in MS Office, Excel, & Outlook
- Ability to work remotely
- Must be able to stand long periods of time.
- Must be able to lift 50lbs or more.
- Must be dependable, detail orientated, self-motivated and outgoing.
- Present a clean, neat, and professional image.
- Must be able to work a flexible schedule if needed. Including weekends and holidays.
- Excellent communication, presentation, organization, time management and listening skills
- Must complete Title "31" training.
- Must obtain a key gaming license.

**Native American preference applies to all candidates for this position.**

Apply online at:

[www.sevenwindscasino.com](http://www.sevenwindscasino.com)

Our Team

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

Human Resource Department  
Sevenwinds Casino, Lodge & Conference Center  
13767W County Road B  
Hayward, WI 54843

Doug Merrill, Training & Development Specialist  
715-634-5643 Ext. 6121

Tina Coss, Human Resource Manager  
715-634-5643 Ext. 6107