



13767W County Road B  
Hayward, WI 54843

## Job Posting

Job Title: Conference Sales Coordinator  
Department: Conference Center  
Reports to: Hospitality Manager  
Starting Rate: \$16.63  
Premium Pay: \$3.00 to \$5.00/hr.

---

**Basic purpose or function:** Responsible for generating Conference Center 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 Responsibilities:**

- Work directly with the Hospitality Manager, Food & Beverage Manager, Marketing Manager, and other Conference Center Team Members to book functions, wedding receptions and organizational meetings from businesses, civic organizations, sporting groups and holiday parties, etc.
- Book and implement entertainment, special events for the Conference center.
- Communicate and coordinate interdepartmental planning in weekly BEO (Banquet Event Order) meetings.
- 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 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, Marketing monthly flyer inserts, and requests for electronic billboard event postings.
- Develop, implement, and enforce department procedures and ensure adherence to casino policies.
- 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 Hospitality Manager 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 the 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, tradeshow, and written correspondence.
- 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.
- Keep very detailed records of correspondence and current status of existing and potential clients.
- Provide a summary of monthly contacts, follow-up and closing activity to the Hospitality Manager.

- Promote the highest degree of guest service, both internally and externally. Contribute positive energy to a work environment that promotes teamwork, recognition, mutual respect, along with 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
- Keep current on trends within the hospitality, conference, and restaurant industries.
- Assists the Marketing Department with promotions and events to engage potential clients on an ongoing basis.
- Efficiency with the Sales and Catering Management system along with the Lodge PMS system.
- Attends all meetings as requested by the department Manager.
- Process billing and banquet orders using the PMS System.
- Function in the absence of team members.
- Resolve conflicts relating to guest services or personnel issues.
- Responsible for working with and complying with the directives of the scheduled Manager-On-Duty (MOD)
- Other duties as assigned.

**Minimum Qualifications:**

- Must be at least 18 years of age.
- 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 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 long periods of time.
- Must be able to lift 50lbs or more.
- Must be dependable, organized, detail orientated, and accurate.
- Present a clean, neat, and professional image.
- Must be able to work a flexible schedule if needed. Including weekends, holidays, and events.
- Excellent oral and written communication 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)

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

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