



Sales & Marketing Coordinator Special Events Coordinator

The Sales & Marketing Coordinator / Special Events Coordinator works part-time, reporting directly to the Executive Director. The Sales & Marketing Coordinator / Special Events Coordinator shall further the mission of the Claggett Center by driving group and event revenue while maximizing the guest experience, including, but not limited to:

1. **MARKETING (40%)**
 - a. Design and implement a marketing plan using print, website, social media, and in-person events to promote and increase hospitality and event revenues.
 - b. Organize, promote, and represent Claggett at relevant marketing opportunities, including at churches, trade shows, community events, and more.
 - c. Annually update marketing and collateral materials.
 - d. Design and maintain website and social media content and campaigns.
 - e. Take and acquire event photographs, organize and archive for marketing and promotional purposes.
 - f. Model the Claggett Center's standards for courteous and professional customer service.
2. **SALES (40%)**
 - a. Set and attain monthly and annual occupancy and sales targets.
 - b. Cultivate and secure new rental groups, special events, and business opportunities that align with the Claggett Center's core values and mission.
 - c. Develop and implement guest group recruitment and retention strategies, including offering sales programs and initiatives to drive guest group and event revenue while maximizing the guest experience.
 - d. Ensure the consistent delivery of exceptional guest services through the exploratory phases of guest booking, including providing focused and productive communication with both new and existing guest groups.
 - e. Effectively and efficiently manage guest inquiries to align with mission and maximize revenue opportunities. Actively seek opportunities to meet customer needs while increasing revenue.
 - f. Conduct tours for potential guest groups and special events.
 - g. Work collaboratively with the Executive Director to negotiate discounts for groups, as needed, and exercise judgment regarding when to involve the Executive Director in guest booking and contract development.
 - h. Maintain a collaborative relationship with the Reservations Manager. Provide clear, concise, and complete information to aid in the successful handoff of guest groups to prepare their event contract.
3. **WEDDINGS & SPECIAL EVENTS (20%)**
 - a. Develop and maintain competitive wedding and special event packages.
 - b. Work collaboratively with the Executive Director to establish and negotiate vendor contracts. Maintain positive and productive relationships with vendors offering event services.
 - c. Liaise with guests from start to finish to coordinate their experience through logistics management, including coordinating all setups, formalizing their food and catering needs, and managing the schedule of all vendors.
 - d. Prepare special event contracts and coordinate with guests concerning the signature of contracts and receipt of deposits. Follow up promptly on the execution of payments of deposits.
 - e. Prepare and manage individual guest lodging and meals registration for special events.
 - f. Provide pre- and post-event setup and teardown support and coordination for all special events.

- g. Serve as the onsite venue coordinator for all special events to ensure that everything runs smoothly.
4. OTHER
 - a. Model the Claggett Center's standards for courteous and professional customer service.
 - b. Participate in appropriate staff meetings, training events, and leadership activities.
 - c. Fill in for or assist other Claggett Center departments as necessary.

Qualifications & Requirements

The ideal candidate will have 2-3 years in sales or marketing related professional experience and a natural talent for exceptional customer service and hospitality. Additional qualifications include the following:

1. Courteous, approachable, and responsive demeanor when working with the public and ability to build effective long-term relationships.
2. Excellent written and verbal communication skills
3. Proficient in basic computer skills, including web-based applications, social media platforms, email, electronic calendars, word processing, and spreadsheets. Experience with the Google platform (Gmail, Docs, Sheets, etc.) and scheduling software preferred.
4. Self-starter that can work both independently and collaboratively.
5. Dependable, professional behavior with a responsible work ethic.
6. Ability to maintain the integrity of sensitive and confidential information.
7. Ability to bend, lift, and move 25 lb.
8. Comfortable working in a faith-based community.
9. Reliable transportation.
10. Willingness and availability to work flexible hours, evenings, and weekends as necessary.

Employment Terms

- Hourly rate: starting at \$20 per hour
- Work hours will vary based on departmental needs
 - Over the course of the year, total hours will average approximately 20 hours per week
 - Hybrid work schedule, requiring one consistent day onsite per week with other work able to be completed remotely as needed
 - Weekend and evening work required when coordinating special events, such as weddings
 - Availability to represent Claggett at relevant trade shows, community events, etc.
- Benefits include paid sick leave and holidays