

## Sunburst Hospitality Corporation Job Description

**Job Code:** 50059  
**Job Title:** Catering Sales Manager  
**FLSA Status:** Exempt  
**Prepared Date:** July 2003  
**Reports To:** Food & Beverage Director

**QUALIFICATIONS:** To perform this job successfully, the individual must be able to **perform each essential duty and responsibility in a safe and satisfactory manner**, and the individual must be **punctual** and **have a good attendance record**, and **have reliable means of transportation to work**. The requirements listed below are representative of the knowledge, skill, and/or ability required. *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following:

- Develop and implement sales strategies, marketing plans, budgets, action plans, goals and objectives for the Catering department that are both aggressive and attainable.
- Manages catering sales operation and serves as liaison with clients who have contracted for food and/or beverage services.
- Works closely with Banquet Manager to ensure client satisfaction and superior services.
- Enforces Catering department standards and company policies and procedures.
- Manages in compliance with both company policies and procedures as well as local, state and federal laws and regulations, including OSHA.
- Ensures catering department sales and activities meet or surpass profit plans.
- Maintains integrity of all accounting policies regarding client contracts and payment and food cost control records.
- Attends periodic meetings with the General Manager and/or department heads, conducts meetings at designated intervals with Catering staff.
- May supervise one or more of the following positions: Catering Coordinator. Supervises and motivates the Catering department staff. Carries out supervisory responsibilities in accordance with the Company's policies, training programs, and applicable laws. Responsibilities include recruiting, interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems. Establishes and maintains a pro-active human resource function to ensure both employee motivation as well as adequate training and development.
- May assign duties and shifts to Catering department staff. Ensures all food and beverage department staff receive adequate training. Observes and coaches Catering department staff performance to ensure adequate services and adherence to Company policies and procedures and established Catering department procedures. Implements timely and effective corrective actions when necessary.
- Works with management to determine work schedules in order to meet staffing requirements for all events.

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### **ESSENTIAL DUTIES AND RESPONSIBILITIES continued**

- Determines agencies and suppliers of record, and negotiates contract terms and conditions for major services.
- Analyzes food cost and catering service records to plan and determine necessary adjustments of prices, policies, services, etc.
- Sets and negotiates terms pertaining to the sale of the hotel's catering services, with the guidance of the Food & Beverage Director.
- Consults newspapers, trade journals, and other publications to learn about contemplated conventions and social functions and formulates plans for soliciting their business.
- Organizes prospect files by listing information, such as names of officials and plans for conventions, to be used for promotional purposes.
- Consults with workers engaged in preparing promotional correspondence with travel bureaus, business and social groups.
- Contacts executives of organizations to explain services and facilities offered by hotel and to solicit their business.
- Coordinates with other necessary departments to ensure that the overall commitments of the hotel are fulfilled for each event.
- As required of all hotel associates, assists any customer or potential customer in a prompt, courteous, friendly, and helpful manner at all times.
- Other duties and responsibilities as assigned.

### **EDUCATION and/or EXPERIENCE:**

- Absent extraordinary prior on-the-job experience, the Catering Sales Manager position requires a High School diploma *or* general education degree (GED) and *preferably* either a two year business degree *or* a four year business or liberal arts degree (or equivalent combination of education and experience).
- Requires an occupationally-significant combination of vocational education, apprentice training, on-the-job training, and essential experience in less responsible hotel and/or restaurant skill level and management positions.

**COMPUTER SKILLS:** Must have sufficient computer skills that will allow the Catering Sales Manager to be able to use, in a proficient manner, all Company-issued software programs implemented at the hotel that the Catering Sales Manager must use on at least an occasional basis, including but not limited to the following: **Microsoft Word; Microsoft Excel; Payroll** programs (as applicable); Company-issued **internet browser** programs; and Company-issued **electronic mail** programs. [NOTE: Company-issued software programs implemented at a particular Sunburst hotel may be changed from time to time; the Catering Sales Manager is required to learn the new programs and upgrades as soon as practicable after such items are provided to the hotel.]

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**REASONING ABILITY:** *Must have developed reasoning abilities to the point to be able to:*

- Apply common sense understanding to carry out instructions furnished in written, oral, or diagram form.
- Use mathematical skills to interpret financial information and prepare budgets.
- Read and interpret business records and statistical reports.
- Make business decisions based on production reports and similar facts, as well as on your own experience and personal opinions.

**LANGUAGE SKILLS:** *Must have developed language skills to the point to be able to:*

- Read and interpret documents in English such as safety rules, operating and maintenance instructions, and procedure manuals, newspapers, periodicals, journals, and manuals.
- Write routine reports, correspondence, business letters, summaries, and reports in English using prescribed format, and conforming to all rules of punctuation, grammar, diction, and style.
- Ability to speak effectively in English before groups such as customers or employees.

**PHYSICAL DEMANDS:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to stand; walk; use hands to finger, handle, or feel; reach with hands and arms; stoop, kneel, crouch, or crawl; talk and hear; and taste and smell. The employee must regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. The employee must be able to see differences in widths and lengths of lines such as those on graphs. *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

**ENVIRONMENTAL CONDITIONS:** *Inside:* Protection from weather conditions but not necessarily from temperature changes. A job is considered "inside" if the worker spends approximately 75 percent or more of the time inside.

**WORK ENVIRONMENT:** The work environment characteristics described herein are representative of those an employee encounters while performing the essential functions of this job. *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

- Must be able to *work effectively in a stressful environment, communicate effectively with others, effectively deal with difficult or dissatisfied patrons, and accept constructive criticism from supervisors.*
- Must be able to *change activity frequently and cope with interruptions.*
- Must be able to work according to a set schedule *including weekends and holidays as required.*

**IMPORTANT NOTE:** *Essential functions of this job are described under the headings above. The job requirements and features are subject to change from time to time due to the then-current needs and requirements of the Company and/or the hotel.*

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Employee Name – Printed

\_\_\_\_\_  
Date

*Note to General Manager: please provide a copy of this signed job description to the employee and place the original in the employee's personnel file.*