# Job Description

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| POSITION: | **DEPARTMENT:** |
| **Catering Sales Manager (Weddings)** | **Catering** |

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| **STATUS:** | **DIVISION:** |
| **Exempt** | **Sales & Marketing** |

**JOB OVERVIEW:**

The Catering Sales Manager targets and coordinates catering sales efforts. The job involves initiation and development of quality leads to ensure growth of catering sales.

**REPORTS TO:**

Senior Director of Catering

**KEY RELATIONSHIPS:**

Internal: Reservation, Front Office, Housekeeping, Food and Beverage, Culinary, Engineering, Accounting, and Front Office.

External: Hotel guests

**SPECIFICIATION:**

Requirements are representative of minimum levels of knowledge, skills, and/or abilities or aptitudes to perform each duty proficiently in any circumstances.

Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves, other employees or guests.

**QUALIFICATIONS:**

**Essential:**

1. Diploma holder preferred.
2. Minimum 3 year working experience in the same capacity for an upscale hotel.
3. Knowledge in Microsoft Office including words, excel, power point.

**Desirable:**

1. A college education or related experience in a luxury hotel.
2. Knowledge in Opera Sales & Catering.
3. Basic knowledge of AV equipment.
4. Knowledge of food and beverage menus, food preparation and presentation.

**SKILLS:**

**Essential:**

1. Have good values - Follow and abide with standards that are set up by the company. Willingly to work beyond standard hours. Reliable. Possess professional image and positive energy.
2. Competitive - Have an attitude to win and results oriented.
3. Focus – Self-starter. Able to function independently, without much supervision and follow up required. Exactness to customer’s request.
4. Discipline - Able to meet datelines and achieved targets for both individual and group.
5. Customer Relationship - Excellent communications, presentation and interpersonal skills.
6. Persuasion - Have the ability to convince and convert business.
7. Entrepreneur - Resourceful and have good business acumen. Able to work under pressure. Good organization skill.

**ESSENTIAL JOB FUNCTIONS:**

1. Solicits, negotiates and books new and repeat business by regular sales calls, telemarketing, mailing, networking and entertaining.
2. Sell, book, plan and coordinate all events while assuring the highest level of customer service.
3. Liaises with clients on finalizing of details and provides advice on set up, food menus and other related matters eg decorations, flowers, AV rental, entertainment provider.
4. Attend food tasting, follow up with guests on their feedback and update culinary team.
5. Prepare the Banquet Event Order (BEO) accurately and distributed in a timely manner to all departments.
6. To attend BEO meeting.
7. To welcome organizer, planner or couple and formerly introduce him/her to banquet operation team before the commerce of each event.
8. Be present during the operation of the event and work closely with all departments to ensure a smooth delivery of quality service at all times.
9. To work closely with Banquet Operation Team, Director of Food & Beverage, Director of Culinary and ensure that all requirements by the clients are delivered.
10. To send out Thank you letter after the event.
11. To ensure that deposit for every event is collected.
12. To assist clients to apply for credit facility with the hotel. If credit is not establish, to ensure that all payment must be collected immediately after the event.
13. To follow up with post event feedback and communicate to all departments.
14. To be responsible for any outstanding payment.
15. Accurately forecast the covers and revenues for each event.
16. Be responsible for the accuracy and status of each event that is block in the Opera S&C.
17. Track loss business and reasons and update in the Opera S&C
18. To manage guest complaint personally, and follow through with the necessary action. Keep the management informed of any appropriate situations.
19. Maximize all event space and upsell whenever possible.
20. Meet or exceed individual and group catering sales target that is set by the management.
21. Have good knowledge of Capella Singapore including the brand, the Zeitgeist, the unique selling point of the hotel, event space, menus, pricing.
22. Be updated with new trend in the market and competition.
23. To get approval of any unusual catering menus, set up or prices.
24. Participate and contribute to the yearly marketing plan.

**SECONDARY JOB FUNCTIONS:**

1. Coordinates special projects as and when assigned by DOSM or DOS.
2. Attends relevant meetings.