

CATERING EVENT PLANNER

J. Scott Catering:

One of the area's top caterers located on the Main Line is seeking a professional, organized and quick learning team player to assume a position as Catering Event Planner. With over 800 events per year, ranging from intimate dinners for 10 to upscale parties for 1,000, candidates should be prepared to be flexible and responsive to client needs.

Job Type:

Full-time

Job Description:

The Catering Event Planner engages in day-to-day sales and marketing activity and participates in developing business plans and strategies to meet sales goals. This position establishes booking revenue goals and develops actions plans to penetrate new markets, oversees the collective coordination of all event information and resources and has responsibility for account management, sales prospecting and business development duties. In addition, this position is responsible to oversee successful planning, managing and execution of sold events.

Some Essential Duties & Responsibilities:

- Generates event bookings for weddings, corporate events, luncheons and private parties
- Solicits multiple sources and leads
- Promotes and maintains exceptional customer service while maximizing sales profitability
- Responds to all telephone inquiries regarding catering and event pricing
- Maintains an active trace/follow-up system on all personal sales calls
- Coordinates with other departments to ensure quality of guest satisfaction
- Conducts tours of the wedding venues with wedding planners and potential clients
- Negotiates with clients and achieves maximum revenue/profit potential
- Finalize all bookings, maximizing all revenue potential by upselling in all revenue producing areas
- Prepares sales proposals; negotiates contracts with customers within established pricing parameters
- Prepares detailed sales/event reports
- Monitors customer preferences to determine focus of sales efforts
- Seeks public relations, networking and marketing opportunities to expand client pool
- Negotiates and contracts with vendors for a variety of goods and services related to events planning
- Responsible for overseeing the planning, managing and execution of booked events according to the company's standards of excellence
- Monitors delivery of goods and services to ensure contract terms are satisfied

The Successful Candidate Will Have:

- Bachelor's degree
- Minimum of three 3- 5 years catering sales/account manager and event planning experience
- Previous sales and marketing experience required
- Experience in organizing and managing events such as corporate meetings, luncheons, weddings and other special occasions
- Demonstrated interpersonal, communication and organizational skills
- Excellent customer service skills
- Attention to detail
- Able to multi-task and meet deadlines
- Proficient in Microsoft Office products including Word, Excel and Outlook
- Experience with CaterEase a plus

To be considered for this position, candidates should send a resume along with salary requirements.