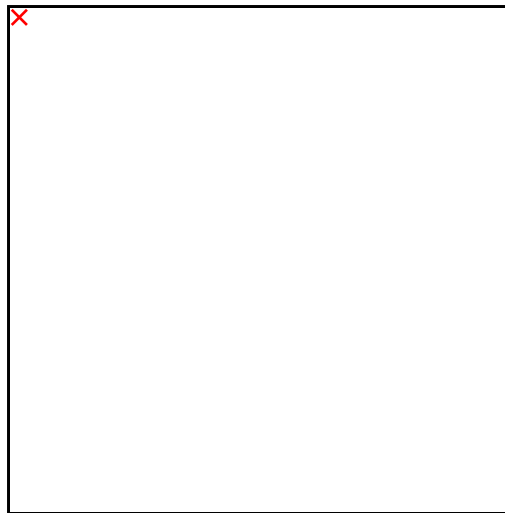


The CareerCatchers, Inc. (4873)  
To: Employment Counselor  
Date: 08/27/2022

178516  
7900 TYSONS ONE PLACE  
MCLEAN, VA, 22102



is now hiring!

### Sales and Events Manager

**Number of openings:** 1

**Benefits:** Competitive compensation and benefits, extensive training and development, and flexible schedules

**Salary range:** Varies

**Employment status:** Varies

The Sales and Events Manager at Eddie V's is accountable for delivering profitable sales growth by creating and executing business development plans to acquire new guests and growing contracted dining business by creating indulgent experiences for our guests. Core tenets of the role include building relationships with new and existing guests, growing total revenue and contracted dining revenue, and executing over-the-top contracted event dining experiences for our guests. Successful performance is measured by consistent delivery of profitable sales growth through our systems and procedures from the perspective of all our stakeholders.

Reports To: Managing Partner

Direct Reports: 1 - 8

### Responsibilities

- **Create accountability for profitable sales growth results**
  - Achieve restaurant financial goals, including but not limited to overall sales growth, close ratios, and private dining sales
  - Manage and reconcile the local marketing budget to generate a positive return on investment (ROI) on sales initiatives
  - Strategize with managing partner to identify specific business needs and implement sales plans to address gaps, such as:
    - Host in-house or off-site events to source new business (meeting planners, administrative assistants, etc.)
  - Introduce new and reintroduce lapsed guests to the restaurant by leveraging local marketing funds
  - Provide insight into sales projections on a weekly basis and develop outreach and in-reach plans to meet sales targets
  - Execute sales outreach plans for national and local events (e.g. Restaurant Week, gift cards sales, wine events) as prescribed
  - (e.g. send invitations to organizations; create team contests; garner referrals; and reengage past guests)
- **Cultivate guest relationships**
  - Build track customer relationship management (CRM) outreach to prospects and existing guests
  - Source new business by developing referral relationships with partner organizations (chambers, CVB, hotels, etc.)
  - Grow guest database for actionable outreach (birthday, anniversary, email marketing) by ensuring guest and reservation information database is accurately recorded and cleansed weekly
  - Develop and foster a strong sales culture by educating and coaching team members on relationship building and sales growth
- **Grow contracted dining business by creating indulgent experiences**
  - Source, develop, and grow relationships with key stakeholders at nearby businesses (e.g. admins, meeting planners, etc.)
  - Negotiate contracts, accurately record event details in the group sales software and reservation system, and communicate/deliver event orders to managers, culinary and service team members to create indulgent event experiences for our guests
  - Create accountability for flawlessly planning and executing all contracted dining events o Greet, be present and be of service to event hosts to ensure their expectations are exceeded (typically remain in the restaurant until main course is served)
  - Follow up with private dining guests after their events to gauge feedback, be of service and secure repeat business
- **Other responsibilities**
  - Leverage Host University to improve sales acumen amongst sales professionals and hosts o Participate in regularly scheduled training sessions to continually learn and share best practices and develop new sales skills
  - Support the managing partner with ensuring reservation system is optimized
  - Ensure all communications from Restaurant Support Center (RSC) are disseminated and implemented on time
  - Partner with RSC for legal and financial counsel, as well as approvals on published marketing materials and partnerships
  - Secure approvals and use the project management system to create marketing collateral to support sales initiatives

### Education, Training, Experience and Key Qualifications

- Proficient verbal and written English communication required

- Experience in luxury brands or high-touch service culture preferred
- Bachelor's degree (Hospitality, Business) preferred
- Proficiency with Outlook, OpenTable and Gather preferred

[Apply Here For Job Posting](#)

Please contact Ernst & Young at 866-834-5115 with any questions. Thank you for your assistance.

**This Job Posting will expire in 10 days.**