



HERBAN FEAST
INSPIRED CELEBRATIONS

Catering Sales Manager

Job Description

POSITION SUMMARY

Frontline sales position. The primary focus of this role as part of the Herban Feast sales team is to sell and book events for catering events at a variety of locations including HF venues Sodo Park and The Foundry, or off-site venues that include private residences and commercial buildings. Works with all Herban Feast departments to meet or exceed sales targets across the board and maximize Herban Feast's reach. Monitors and reports weekly sales metrics in relation to achieving sales goals. Works with management to develop strategies to identify and contact new and potential as well as repeat clients. Consistently delivers a hospitality driven experience for our clients, guests, vendors and Herban Feast team. Reports to the Owner and Senior Catering Sales Manager.

ESSENTIAL FUNCTIONS

- Consistently delivers and implements sales and growth-related plans that ensure the mission of serving clients in alignment with the company's values and vision statement
- Meets or exceeds company targets, objectives, and goals through meeting with clients, writing proposals and booking business. Is eager and available to take inquiries and intake conversations
- Monitors and manages numbers of proposals written, events booked and conversion rate
- Identifies, innovates and contributes to the creation and maintenance of in-house SOPs to streamline and enhance the sales experience for the client and the sales team
- Partners with management to create and implement plans for the continued and successful delivery of events and repeat business
- Ensures compliance with all federal, state, and local laws, (i.e. WA state liquor laws) as well as company policies and procedures
- Ensures complete and timely handoff of all event information to the Catering Services Coordination team
- Ongoing development of culinary knowledge and expertise
- Attends regular meetings with company managers and owner to ensure all targets and company priorities are met
- Develop strategies for community and broader outreach to identify new clients and markets for Herban Feast
- Attends external networking meetings, marketing meetings, conferences, and other opportunities for trend research and catering sales education and information
- Meets with clients and conducts venue tours and logistics meetings, as needed

- Is proficient with safety, set up and service knowledge of all venues
- Manages all client payments and account receivables
- Attends company-mandated trainings and workshops

CORE COMPETENCIES

- The ability to craft and coordinate the logistics for an off-site event from start to finish
- Strong written and verbal communication skills
- In-depth food, wine & spirits and food service knowledge
- Passion for hospitality
- Effective multi-tasking and follow-up ability
- Solid analytical and problem-solving abilities
- Proven customer sales and services orientation
- Computer skills: Word, Excel, Caterbase, Adobe Suite, email
- Logistics-focused
- Able to think conceptually
- Able to manage time and workload

JOB REQUIREMENTS

- Education, Training & Experience
- Four-year degree required - hospitality or business / sales preferred
- Minimum two years' experience in catering or event sales management

PHYSICAL REQUIREMENTS

- Ability to lift up to 20 lbs
- Moderate level of mobility; walking, standing, carrying, lifting, etc.

WORK ENVIRONMENT

- Office and various occasional off-site venues and working from home
- Availability required for extended and various work hours, including nights and weekends
- Salaried position
- Eligible for participation in bonus program if targets are met
- Benefits: Medical, dental, vision, life insurance mileage reimbursement, paid time off, sick time

Equal Employment Opportunity (EEO): It is the policy of Herban Feast Inc. that all employees and applicants be afforded equal opportunities in employment without regard to race, color, sex (including gender identity and gender stereotypes), national origin, religion, disability, or retaliation for engaging in an EEO protected activity. The Company prohibits discrimination or harassment based on any of these categories, as well as on age, genetic information, sexual orientation, marital status, status as a parent, military service, or any other bases protected under applicable local, state, or federal law.