



## JOB DESCRIPTION

**JOB TITLE:** Event Sales and Business Development Manager

**REPORTS TO:** Executive Director

**STATUS:** Non-exempt, full-time

**JOB SUMMARY:** Stonewall Farm is a popular and unique farm venue for hosting weddings, private celebrations, corporate events and more. Stonewall Farm is a non-profit organization that values sustainability and making positive change in the food system. The position requires an entrepreneurial drive to develop profitable business opportunities for our venue that are aligned with our spirit of innovation and sustainability and interest in creating mission driven impact as a non-profit educational organization. **Primary Responsibilities include:** 1) Marketing Strategy 2) Business Development 3) Inquiries/Lead Generation 4) Sales 5) Event Management 6) Post event follow-up 7) Risk Management. In a nutshell, the position develops business leads and sells experiences and events.

## ESSENTIAL FUNTIONS:

### Business Development & Partner Relationships

- Actively identifies and seeks out business opportunities by identifying prospects, researching and analyzing industry trends and sales opportunities
- Sells experiences by establishing contacts and developing relationships with prospects
- Maintains relationships with clients by providing support, information, and guidance
- Researching and recommending new opportunities, profit and service improvements.
- Maintains professional and technical knowledge by attending networking events, contributing to professional publications/blogs etc.

### Marketing & Lead Generation

- Develop and execute a comprehensive marketing strategy that efficiently reaches our target audience
- Drive the marketing process to capture potential leads into our sales funnel
- Manage the Stonewall Farm brand across various social media, on-line platforms and publications
- Maintain detailed files of communication and client inquiries, with the proper follow-up to prospective clients
- Respond to client inquiries with immediacy and within 12 to 24 hours
- Archive sales leads from phone call and web based inquiries
- Engage in post-event conversations and evaluations to cull feedback from former attendees and gauge interest in possible future events

### Sales

- Meet sales goals by prospecting for new clients, handling new client inquiries via numerous channels
- Schedule viewings with prospective clients and give sales tours of the venue
- Upsell clients on services such as farm products and experiences, catering packages etc.
- Research and contact clients to understand and anticipate their event needs
- Maintain strong relationships with clients throughout the process to meet and exceed expectations

## Event Management

- Generate and service events to ensure everything goes smoothly; food service, ceremony facilitation, working with caterer's and client's hired vendors
- Produce complete Banquet Event Orders and floor plans to ensure proper execution of the entire event
- Communicate all insurance, legal, health, and safety obligations to client and vendors
- Ensure strict adherence to all NH Liquor Commission rules and regulation, manage bar service in accordance with regulation and to minimize risk
- Ensure clients receive exceptional customer service and support for their events
- Prepare and execute contracts, obtain final contracts from the client and deposits when necessary
- Manage and secure all required permitting for events
- Ensure timely collection, organization and preparation of materials needed to execute events
- Communicate event logistics internally to other departments and externally to clients
- Assist in sales proposals process, supporting client concerns, related to menu, logistics, event production
- Provide Banquet Manager/Captains with support as needed
- Ensure risks and liabilities to the farm are avoided.

## Administrative Functions

- Maintain databases
- Maintain and update website
- Work within sales system including data entry, analysis, and reporting
- Extensive calendar management, data entry, and billing
- Hire, train and support event staff

**Perform additional duties as required. It is a working farm and we all pitch in with tasks outside our job description where and when needed.**

**ADDITIONAL COMMENTS:** All employees of Stonewall Farm are responsible for collaborating with each other to achieve the organization's mission and all goals. All employees are responsible for following policies and procedures of Stonewall Farm. Employees are not permitted to use farm equipment or assets for personal use or gain or loan/sell equipment with exception of benefits outlined in the Employee Handbook.

Schedule:

**QUALIFICATIONS:** Ability to work under pressure in a fast-paced environment with maximum efficiency, accuracy, and full attention to detail

1. Must be highly proficient in Microsoft Office applications, including Word, Excel, Outlook
2. Premier knowledge of Sales & Event Operations in a Hospitality Environment, especially weddings and retreats
3. Prior business development, sales and lead generation experience
4. Ability to exercise sound logic and judgment in evaluating situations and utilizing appropriate resources
5. Excellent customer service skills and strong relationship building instincts, with ability to address issues with diplomacy
6. Must be self-directed, motivated, and be able to adapt to changing situations
7. Must be able to work a flexible schedule, including weekends and holidays
8. Outstanding organizational skills and extraordinary attention to detail
9. Strong project management skills
10. Must be able to manage multiple projects with frequent and specific deadlines

11. Ability to rigorously manage heavy volume of emails and phone calls
12. Team player and Flexibility efficiency with a sense of urgency and is results-oriented
13. Willingness to tackle any issues as they arise before, during and after events.
14. Ability to troubleshoot and “think on your feet” and handle event issues with calm urgency

**PHYSICAL REQUIREMENTS:**

**We expect you are physically able to perform your duties and responsibilities as identified in this job description.**

1. Mental/visual (mind/eye/hand coordination)
2. Walk/sit/stoop/kneel/stand
3. Ability to work in adverse weather conditions
4. Climbing up to various heights
5. Driving (must have dependable transportation)
6. Must be able to carry and move heavy tables and chairs to set-up and breakdown.
7. Must be able to carry crates of glass up and down several flights of stairs over an 3 to 6 hour period
8. Lifting up to and including 75lbs.
9. Sitting at a computer station
10. Standing/walking for tours in event space
11. Frequent trips to a kitchen environment
12. Ability to stand for extended periods of time
13. Comfort with heights and willingness to learn how to operate a scissor lift
14. Be able to tolerate farm animals and smell of manure

**Please sign and date below, identifying your receipt, understanding and acceptance of the above Job Description and Position. Please note this is not a contractual agreement, employment can be terminated by either party at will.**

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_