



WASHINGTON ATHLETIC CLUB

## Director of Catering Sales Job Description

Last updated September 10, 2012

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**Department:** Banquets & Catering

**FLSA Status:** Exempt

**Work Schedule:** Monday-Friday, business hours,  
Weekend and holiday as needed

**Positions Supervised:** Catering Sales Manager,  
Catering Sales Assistant and Banquet Manager

**Job Status:** Full-time

**Reports To:** Vice President of Food and Beverage

**Amount of Travel Required:** No travel required

As the nation's premier athletic club, the Washington Athletic Club is not simply a place to be, but a place to belong. The WAC provides jobs in a variety of departments, including administration, athletics, and hotel, food and beverage operations.

The WAC is seeking individuals who are dedicated to being the best and are willing to embrace the Club's five core values: Leadership, Excellence, Integrity, Service and Sensitivity.

### GENERAL RESPONSIBILITIES

The Director of Catering Sales is responsible for coordinating, training and supervising the Sales Managers in all sales-related activities, including direct sales efforts, follow-up and proper sales administration, ensuring that the WAC's catering sales processes result in achieving or exceeding revenue goals through highly valued member and guest events. The director assists with revenue planning, revenue achievement results measurement and management, effective sales coaching and instilling the WAC 5, 6, 7 Management System throughout the sales department. He/she is also responsible for growing existing accounts and generating new business to ensure that Catering revenues meet or exceed budget in order to maximize revenue and profits. The Director also oversees the Banquet Manager.

### SPECIFIC RESPONSIBILITIES

- Meet or exceed approved revenue goals.
- Working with the Vice President Food and Beverage, participate in analyzing and forecasting monthly revenue trends and developing an annual catering sales budget. Ensure sales goals are attained through systematic measurement of weekly, monthly and quarterly results. Develops annual marketing plan to achieve desired results.
- Maintain and participate in an active sales solicitation program, that represents the WAC in all sales outreach as that pertains to membership and room sales opportunities with each communication.
- Develop strategies to increase share from competitors when the club market segment goals are not being met.
- Provide timely and effective leadership to the Catering Sales Manager so that the banquet operations team and kitchen has clear direction through Banquet Event Order accuracy and deliver highly valued premier member and client events that result in a growing business base.
- Use the Caterease and Merri computerized sales management systems to manage the club's business, member and guest relations including (but not limited to) generating reports, entering business, blocking space and building accounts.
- Lead and direct weekly catering sales meetings, play an active role in food and beverage management team meetings, and assist the Vice President Food and Beverage, as needed with committee meetings and functions.
- Manage a member/guest portfolio as an active member of the catering sales team.



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- Assist Vice President Food and Beverage in development of annual commission plans for sales team including recommending quarterly sales goals.
- Works closely with the Hotel management team on group sales programs; advises on discounting options on total revenues generated by a group function and provides follow up details.
- Promote interdepartmental utilization of catering services by developing and maintaining high performance standards for the sales team, including accuracy and reconciliation of event orders all to allow a consistent level of trust, rapport and enthusiasm.
- Develop, implement, and monitor a process to ensure the WAC is competitive in menu selection, pricing, equipment, and services offered.

## POSITION QUALIFICATIONS

- The person holding this position must have at least three to five years of progressively successful catering sales, banquet/ and food and beverage supervisory and management experience, or some combination, with outstanding skills in leadership, planning, budget development, problem solving, effective communication, computers, and training.
- Completion of an Associate or bachelor's degree in a management related field, or equivalent, is preferred
- Current food handler's permit required.
- A high ability to communicate effectively with members and team members both in person and on the phone.

## PHYSICAL DEMANDS

### Physical Demands

|                      |                                      |                                     |                                      |
|----------------------|--------------------------------------|-------------------------------------|--------------------------------------|
| Stand                | <input type="radio"/> (Occasionally) | <b>Lift/Carry</b><br>10 lbs or less | <input type="radio"/> (Occasionally) |
| Walk                 | <input type="radio"/> (Occasionally) | 11-20 lbs                           | <input type="radio"/> (Occasionally) |
| Sit                  | <input type="radio"/> (Occasionally) | 21-50 lbs                           | N (Not Applicable)                   |
| Handling / Fingering | <input type="radio"/> (Occasionally) | 51-100 lbs                          | N (Not Applicable)                   |
| Reach Outward        | <input type="radio"/> (Occasionally) | Over 100 lbs                        | N (Not Applicable)                   |
| Reach Above Shoulder | <input type="radio"/> (Occasionally) | <b>Push/Pull</b>                    |                                      |
| Climb                | <input type="radio"/> (Occasionally) | 12 lbs or less                      | <input type="radio"/> (Occasionally) |
| Crawl                | <input type="radio"/> (Occasionally) | 13-25 lbs                           | <input type="radio"/> (Occasionally) |
| Squat or Kneel       | <input type="radio"/> (Occasionally) | 26-40 lbs                           | N (Not Applicable)                   |
| Bend                 | <input type="radio"/> (Occasionally) | 41-100 lbs                          | N (Not Applicable)                   |

- N (Not Applicable)** Activity is not applicable to this occupation.  
**O (Occasionally)** Occupation requires this activity up to 33% of the time (0 - 2.5+ hrs/day)  
**F (Frequently)** Occupation requires this activity from 33% - 66% of the time (2.5 - 5.5+ hrs/day)  
**C (Constantly)** Occupation requires this activity more than 66% of the time (5.5+ hrs/day)

## Other Physical Requirements

- Vision
- Sense of Sound
- Sense of Smell
- Sense of Taste
- Sense of Touch
- Ability to wear PPE (Personal Protective Equipment)



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### **WORK ENVIRONMENT**

Working inside a controlled atmosphere building and must be able to work in cooler and warmer temperatures.

The Washington Athletic Club has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and the Washington Athletic Club reserves the right to change this job description and/or assign tasks for the employee to perform, as the Washington Athletic Club may deem appropriate.