



Ho-Chunk Nation

Job Description



TITLE: Group Sales Manager		JOB CODE: GPSM	
Business		EEO: 5	PAY GRADE: 20
Exempt	Flex	FUNDING SOURCE: NPD	HO-CHUNK PREFERENCE

"All employees are subject to the Drug, Alcohol and Controlled Substance Policy."

All employees will be required to attend orientation or training to attain knowledge of the history, culture, and traditions of the Ho-Chunk Nation – Resolution 08-20-13K.

POSITION OVERVIEW

The Group Sales Manager is responsible for setting sales targets and goals, motivating and coaching sales representatives, developing and implementing sales strategies, analyzing sales trends and results, building and maintaining customer relationships, and overseeing sales budgets and expenses. The Group Sales Manager is also responsible for planning, coordinating, and executing various events within the casino and resort. They work closely with clients, vendors, and internal teams to ensure successful events that enhance guest experiences. The role requires strong organizational skills, attention to detail, and the ability to manage multiple events simultaneously. Beyond event planning and coordination, they also lead a team of sales and event staff to ensure seamless execution.

PERFORMANCE-BASED JOB FUNCTIONS AND OBJECTIVES

1. Annually, create a comprehensive group sales strategy to meet and exceed revenue goals.
2. Consistently identify and qualify group business opportunities through effective lead generation, sales calls, and networking.
3. Build and maintain relationships with key clients, including corporate accounts and event planners, to ensure repeat business and referrals.
4. Coach, train, and provide daily performance feedback to the sales and event teams to ensure individual and team success.
5. Work with other departments (such as Marketing and Banquets) to create effective sales and promotional materials.
6. Weekly monitor sales data to identify trends and opportunities for improvement, adjusting sales strategies accordingly.
7. Represent the company at industry events and conferences to build brand awareness and generate new business leads.
8. Consistently collaborate with clients to understand their event requirements, including conferences, weddings, concerts, tradeshow, and other gatherings.
9. Oversee event setup, including seating arrangements, audio-visual equipment, and decor.
10. Source and negotiate contracts with vendors (caterers, decorators, entertainers, etc.).
11. Create memorable experiences for guests by organizing engaging activities and entertainment.
12. Address guest inquiries and concerns during events.
13. Continuously seek ways to improve guest satisfaction.
14. Provide budget updates to management monthly.
15. Leverage the property's amenities and convention center space to attract attendees.
16. Other duties as assigned.



JOB RESPONSIBILITY

Job Reports to	Executive Manager
Leadership Accountability	Lead and inspire the sales and event teams. Foster a positive and collaborative team culture.
Supervisory Accountability	Coaching, Training, and Performance Feedback. Ensure adherence to policies and procedures.
Organizational Accountability	Collaborate with other departments to align convention efforts with property goals. Contribute to strategic planning and decision-making.
Financial Accountability	Manage budgets and expenses effectively. Optimize revenue generation while controlling costs.
Customer Accountability	Build and maintain strong relationships with clients. Address customer inquiries, concerns, and feedback promptly.
Freedom to Act	Customer Accountability

MINIMUM QUALIFICATIONS

EDUCATION:

1. A high school diploma or equivalent diploma is required.
2. A bachelor's degree in hospitality management, event planning, business, marketing, or a related field is preferred.

ESSENTIAL:

1. The Group Sales Manager demonstrates exceptional leadership by effectively guiding the sales and event teams, motivating staff, and ensuring seamless execution of memorable experiences.
2. Proven track record of exceeding revenue goals.
3. Demonstrated success in coordinating and executing events of varying sizes and complexities is essential.
4. Client-centric approach, budget management, and strong vendor relations.
5. Flexibility to adapt to changing circumstances and marketing savvy for event promotion.

EXPERIENCE:

1. At least 3-5 years of experience in sales, event planning, or management, preferable in a casino or resort setting.
2. Strong leadership abilities to motivate and coach the sales and event teams.
3. Knowledge of the tourism and hospitality industry, including trends and best practices.

KNOWLEDGE, SKILLS, ABILITIES REQUIRED

1. **Event Expertise:** Proficiency in event planning, logistics, execution, and awareness of industry trends and best practices.
2. **Effective Communication:** Excellent verbal and written skills for negotiating contracts, collaborating with clients, and working with team members.
3. **Organizational Abilities:** Strong attention to detail, effective time management, and the ability to manage multiple tasks simultaneously.
4. **Problem-Solving Aptitude:** Quick thinking and adaptability to handle unexpected situations during events.
5. **Creativity:** Ability to think innovatively and create unique event experiences.
6. **Leadership Skills:** Competence in team management, motivation, conflict resolution, and delegation.



7. Technical Expertise: Competence in Microsoft Office, Agilysys, and Duetto, along with a keen understanding of audio/visual requirements for successful event execution.

WORKPLACE RESPONSIBILITY

1. Team members must present themselves in a neat, clean, and professional manner.
2. Team members must follow safety protocols, report hazards, and maintain a clean and organized workspace.
3. Confidentiality is paramount. Employees must safeguard sensitive information, trade secrets, and client data.
4. Build positive relationships through effective communication, teamwork, and respectful behavior to enhance the organization's reputation.

WORKING CONDITIONS

1. The Group Sales Manager works both in office settings and on-site during conventions for extended periods of time.
2. The Group Sales Manager often works evenings, weekends, holidays, and extended hours when required to align with event schedules.
3. The Group Sales Manager oversees multiple aspects simultaneously, from room layouts to catering services which requires attention to detail and multi-tasking, which can sometimes be stressful.