



DIRECTOR OF CATERING SALES & EVENTS
Beechmont Country Club
Beachwood, Ohio

Beechmont Country Club is a premier 103-year-old private club in suburban Cleveland, known for its welcoming culture, outstanding amenities, and vibrant community. Since 2023, Beechmont is a Troon Prive club. Troon is the world's largest golf and club management company, providing comprehensive management, consulting, and marketing services to over 850 locations worldwide, including private clubs, daily-fee golf courses, and resort properties across more than 30 countries. With engaged members, Beechmont offers championship golf, racquets, aquatics, and full-service dining and events. **The Club is in the midst of a major renovation and transformation of its clubhouse and event spaces, with a grand reopening planned for this Spring - an exciting opportunity to redefine Beechmont as one of the region's premier destinations for private events.**

Position: Director of Events

The **Director of Catering Sales & Events** is a key revenue-driving role responsible for creating, selling, and ensuring the execution of memorable private and Club-sponsored events. Reporting to the General Manager and working closely with all department heads, this individual will take a hands-on approach to developing new business, engaging with members, and leveraging the Club's evolving amenities to grow event sales both internally and externally. The ideal candidate will be a confident, creative, and proactive event sales professional with verifiable experience and who understands how to market a private club experience and thrives in a relationship-driven environment.

Position Priorities:

- **Drive Event Sales:** Expand revenue through targeted sales strategies, proactive outreach, and thoughtful member engagement—before, during, and after renovations.
- **Build the Brand:** Position Beechmont as a premier private event venue during and after construction, building anticipation around our new event spaces.
- **Strengthen Relationships:** Serve as a trusted resource for members and their families while actively cultivating outside prospects for private events and celebrations.
- **Deliver Excellence:** Ensure flawless execution of all events in coordination with culinary and operations teams.

Responsibilities:

- Develop and execute a forward-looking sales strategy targeting weddings, bar/bat mitzvahs, milestone events, business meetings, and other private functions
- Actively solicit business from both members and outside leads, including through direct outreach, networking, referral building, and community presence
- Work with the Director of Food & Beverage and marketing team to create branded campaigns that highlight Beechmont's upcoming new event spaces
- Establish and maintain relationships with event planners, vendors, and businesses to build an external pipeline of events
- Engage with new and current members to understand their event needs and promote usage of Club spaces
- Conduct facility tours, especially highlighting upcoming renovation plans and renderings
- Manage inquiry follow-up, proposal writing, space bookings, contract negotiation, and BEO creation
- Oversee and mentor Banquet Manager to ensure seamless delivery of events and exceptional service
- Track key sales metrics and pipeline status; report regularly on performance and forecasted bookings
- Remain visible and accessible at key events; be an enthusiastic ambassador for the Club's culture and offerings
- Stay up to date on industry trends and pricing to ensure Beechmont's private events program remains competitive and profitable

Qualifications:

- 5+ years of experience in event sales and management, preferably in a private club, luxury hotel, or venue setting
- Strong track record of driving revenue and growing event business from both internal and external clients
- Excellent written and verbal communication skills
- Experience building prospect pipelines and using CRM/event management systems (Caterbase and Jonas or similar a plus)
- Ability to work independently and collaboratively in a fast-paced, service-focused environment
- High energy, polished demeanor, and a passion for hospitality and relationship-building
- Bachelor's degree in Hospitality, Event Management, or related field preferred

What We Offer:

- Very competitive base salary of up to \$90k commensurate with experience
- Excellent commission structure tied to sales goals
- Medical, dental, life, LTD insurance, and other options
- Paid Time Off and holidays
- 401(k) retirement plan
- Complimentary staff meals while on duty
- CMAA dues and professional development allowance
- A role on a collaborative, forward-thinking team shaping the future of the Club

- **An exciting chance to lead event sales strategy through a transformative renovation and beyond**

To Apply:

This position is available immediately. Interested candidates should submit a cover letter, resume, and salary requirements to:

Martin Badinelli, Sr, CCM, CCE, General Manager/COO
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Beachwood, Ohio 44122
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Visit us at: www.beechmontcc.com

All submissions will be treated with confidentiality. No phone calls please. Background check required.