

Job Description for DIRECTOR OF EVENT SALES

Job Identification:

- a) Department Name: Sales
- b) Location: Somerby Club, Byron, MN
- c) Reports to: General Manager
- d) Office & Travel Requirements: Onsite position with less than 5% domestic travel.
- e) FLSA classification: Exempt
- f) Created/updated on: August 25th, 2026

Position Summary:

The Director of Catering Sales leads all revenue-generating event sales efforts for private events, banquets, golf outings, weddings, corporate meetings, and social functions at Somerby Club. The role is accountable for prospecting, booking, and retaining event business while collaborating cross-functionally to ensure operational excellence and financial performance.

Success in this role is defined by exceeding revenue targets, maintaining strong client and member relationships, and consistently delivering high-touch hospitality experiences aligned with club standards. The position directly supports the club's long-term financial health, brand positioning, and membership engagement strategy.

Key Responsibilities

Strategic Sales Leadership & Revenue Performance

- Develop and execute comprehensive annual and quarterly sales strategies to meet or exceed established event revenue targets and key performance indicators.
- Maintain an active, measurable sales pipeline with accurate forecasting and reporting.
- Monitor market conditions, competitive positioning, and pricing strategies to optimize profitability.
- Generate sustainable non-dues revenue growth aligned with the club's financial objectives.

Private & Revenue-Generating Event Sales (Primary Ownership)

The Director of Catering Sales maintains full ownership and accountability for prospecting, contracting, and financial performance of private and external revenue-generating events.

- Prospect, solicit, and close business for weddings, golf tournaments, corporate meetings, charity events, social functions, holiday parties, and other private events.
- Conduct professional site tours, tastings, and presentations that effectively showcase the club's facilities and services.
- Prepare proposals, negotiate contracts, and develop detailed Banquet Event Orders (BEOs).
- Structure pricing, menus, and packages in collaboration with Food & Beverage leadership to maximize profitability.
- Oversee the client lifecycle from inquiry through post-event follow-up to drive repeat business and referrals.
- Ensure all contracted events align with club service standards and financial performance expectations.
- The Director is directly accountable for revenue production, margin performance, and booking pace for these events.

Club-Hosted Member Events (Collaborative Support Role)

For club-hosted events such as Easter brunch, Mother's Day, holiday buffets, themed member events, and similar programming, operational leadership resides with Club Operations and Food & Beverage leadership. The Director of Catering Sales provides strategic and financial support by:

- Assisting with pricing strategy and revenue forecasting.
- Supporting reservation pacing, capacity planning, and revenue optimization.
- Collaborating on promotional positioning to maximize attendance and financial performance.

- Providing analytical insight into event profitability and performance trends.
- The Director does not serve as the operational execution lead for club-hosted events but contributes to revenue strategy and financial oversight while providing support for specific club events.

Qualifications & Requirements

The Director of Catering Sales serves as the strategic revenue driver for all private events at the club. Success in this role is measured by consistent achievement of revenue targets, strong client retention, operational collaboration, and contribution to membership growth initiatives. The position requires a high-performing sales professional who can balance consultative selling with disciplined execution. This role is integral to maximizing non-dues revenue while strengthening the club's brand and member experience.

Knowledge, Skills and Abilities:

Knowledge

- Comprehensive understanding of event sales strategy, prospecting methodology, revenue optimization, and closing techniques within luxury hospitality environments (private clubs, high-end hotels, resorts, exclusive venues).
- Strong knowledge of private club operations, including member-hosted events, golf tournaments/outings, weddings, corporate functions, galas, and non-dues revenue generation.
- Advanced understanding of food and beverage trends, menu engineering, pricing strategy, banquet logistics, and event profitability management.
- Familiarity with local market dynamics, competitor positioning, networking channels, and regulatory considerations impacting private events.
- Proficiency in event management and CRM platforms (e.g., Tripleseat, Northstar, or similar), Microsoft Office Suite, and forecasting/reporting tools.
- Knowledge of hospitality service standards, fine dining protocols, safety compliance, and client satisfaction best practices.

Skills

- Strong business development and consultative sales skills, with demonstrated success in prospecting, conducting compelling tours, negotiating contracts, and closing high-value bookings.
- Excellent verbal and written communication skills for proposals, contracts, BEO development, and internal coordination.
- High-level relationship management and networking capabilities to build long-term partnerships with members, planners, and corporate clients.
- Exceptional organizational and project management skills to manage multiple event pipelines, deadlines, and revenue targets simultaneously.
- Effective negotiation and problem-solving abilities balancing client expectations with operational feasibility and financial objectives.
- Collaborative leadership skills to influence cross-functional teams across Food & Beverage, Operations, and Membership.
- Analytical proficiency in forecasting, budgeting, revenue tracking, and performance reporting.

Abilities

- Ability to consistently generate and exceed event revenue targets through proactive outreach and strategic packaging.
- Ability to work independently with initiative and accountability in a fast-paced, client-facing environment.
- Ability to maintain professionalism and composure during peak seasons, high-profile events, and client challenges.
- Ability to work flexible hours, including evenings, weekends, and holidays as required.
- Ability to deliver high-touch, personalized service aligned with the club's brand and member experience standards.

- Ability to identify emerging trends and innovate offerings to remain competitive within the market.
- Ability to handle confidential member and client information with discretion and integrity.

Supervisory Responsibilities:

The Director of Catering Sales does not have direct reports.

Working Conditions:

Work is conducted in an office and club environment. The role requires extended periods of walking, performing light physical tasks with the ability to lift up to 25 pounds.

Minimum Qualifications:

- Associates degree in Hospitality Management, Business, Marketing, or related field preferred.
- Minimum 2+ years of progressive experience in event/catering sales, preferably in private country clubs, luxury hotels, resorts, or high-end venues.
- Proven track record of meeting or exceeding sales targets and generating significant non-dues/event revenue.
- Strong understanding of private club operations, including golf tournaments, weddings, corporate functions, and member events.
- Exceptional sales, negotiation, and relationship-building skills with a polished, professional demeanor.
- Outgoing personality with high energy, creativity, and a client-first mindset.
- Excellent organizational, time management, and communication skills (verbal and written).
- Proficiency in Microsoft Office Suite, CRM software, and banquet/event management systems (e.g., Northstar, ClubSpot, or similar).
- Ability to work flexible hours, including evenings, weekends, and holidays as needed for client meetings and events.

Success Factors:

Demonstrated consultative selling approach with the ability to conduct compelling tours, tastings, and presentations that drive bookings.

- Strong cross-functional collaboration with culinary, banquet, operations, and membership leadership to ensure seamless execution.
- Effective revenue forecasting and business analysis leading to measurable financial outcomes.
- High attention to detail and strong logistical coordination skills.
- Influential leadership presence with the ability to positively impact strategic partnerships and member relationships.
- Strong prioritization and time management capabilities in a dynamic environment.
- Clear and persuasive written and verbal communication skills.
- Proactive mindset with disciplined follow-through and minimal supervision required.
- Collaborative leadership style aligned with club and corporate objectives.
- Sound judgment and well-reasoned decision-making.
- Creative thinking applied to market positioning and revenue growth initiatives.
- Results-driven orientation with accountability for performance outcomes.