



Job Description

Job Title:	Assistant Director Sales and Marketing	Grade:	L
Department:	Services Corp/Institutional Advancement	FLSA:	Exempt

The incumbent in this job is expected to assist the College in achieving its vision and mission. Customer focus, college service, and a willingness to assist as needed are expectations for all employees.

General Function:

This position is responsible for generating revenue at the Harris Conference Center (HCC) through direct solicitation and sales activities. Responsibilities include building an extensive network of contacts within the community, developing and stewarding existing and potential new clients via professional organizations and other entities to achieve sales goals for HCC and the Services Corp. Actively promotes HCC and the College to the external community.

Characteristic, Duties and Responsibilities:

1. Researches, identifies and solicits prospective clients for the Harris Conference Center.
2. Qualifies incoming client inquiries and performs client needs assessments.
3. Assists in developing and implementing annual business plan for Harris Conference Center.
4. Negotiates prices and terms for use of the facility with clients; secures deposits and credit verification as necessary.
5. Makes sales presentations; writes sales proposals, contracts and other client correspondence.
6. Reviews and approves all sales contracts and group services agreements.
7. Uses and is administrator of specialized sales software to manage a prospect and client database.
8. Builds a network of contacts within the community through professional organizations and other entities to promote Central Piedmont community College and the Harris Conference Center
9. Assists with developing HCC marketing plan and promotions; works with team members to create monthly marketing initiatives to engage current and prospective clients through eblasts, social media, published advertisements and client events.
10. Attends business networking meetings/programs; represents HCC and CPCC through tradeshow and events throughout the community.
11. Monitors trends in the meeting market and conference industry
12. Makes appropriate referrals to college resources.
13. Conducts client tours of the facility.
14. Responsible for overall guest satisfaction.
15. Performs other duties as assigned by the Associate Vice President, Services Corporation, Executive Director, Harris Conference Center.

The intent of this job description is to provide a representative summary of the essential functions that will be required of positions given this title and should not be construed as a declaration of specific duties and responsibilities of any particular position. Employees will be assigned specific job-related duties through their hiring departments. Specific job-related duties assigned by hiring departments shall be consistent with the representative essential functions listed above and shall not be construed as expanding a particular position's role, scope, FLSA status, or grade. January 2016



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Reporting Relationships:

Direction Received: Reports to Executive Director, Harris Conference Center
Direction Given: No authority or responsibility for the supervision of others

Minimum Requirements:

Bachelor's Degree from a regionally accredited institution in Marketing, Management or a closely related field; experience in hospitality or customer service industry and sales experience in a services environment and sales contact management

Knowledge, Skills, Abilities and Worker Characteristics:

- Thorough knowledge of products and services prior to prospecting and presenting the Harris Conference Center to potential clients
- General knowledge of the college's policies and procedures
- Excellent oral and written communication skills
- Active listening and questioning skills
- Ability to make sales presentations
- Posses a talent and temperament for prospecting
- Strong follow-up and organizational skills

Working Conditions:

Typical office environment; infrequently lifting and carrying items up to 10 lbs.; infrequently twisting or bending at the waist or reaching overhead; infrequently traveling between buildings on campus, to other campuses, client's sites, industry events and conferences; frequently listening to and speaking with clients, or other staff members either in person or by telephone; frequently sitting at a desk or workstation using a computer display, keyboard, and mouse; works flexible schedule with weekend and evening hours