Job Description

Job Title:	Assistant Director Sales & Marketing	**Grade:**	L
Department:	Harris Conference Center	**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.

Characteristic, Duties and Responsibilities:

1. Build a network of contacts within the community through professional organizations and other entities to promote Central Piedmont community College and the Harris Conference Center.
2. Review and approve all sales contracts and group services agreements.
3. Assist in developing Harris Conference Center marketing plan, collateral and promotions.
4. Assist with creating monthly marketing initiatives to engage current and prospective clients through eblasts, social media, published advertisements and client events.
5. Assist with budgets, forecasts and financial reports.
6. Assist in developing and implementing annual business plan for Harris Conference Center.
7. Work in concert with the Assistant Director of Conference Services, CPCC Hospitality program and CPCC Cooperative Education to hire and direct semester long internships for CPCC students.
8. Represents HCC at internal college meetings/events on behalf of the Executive Director of the Services Corporation as requested.
9. Monitors trends in the meeting market and conference industry.
10. Researches, identifies and solicits prospective clients for the Harris Conference Center.
11. Qualifies incoming client inquiries and performs client needs assessments.
12. Makes sales presentations.
13. Writes sales proposals, contracts and other client correspondence.
14. Manages a prospect database.
15. Attends business networking meetings/programs.
16. Makes appropriate referrals to college resources.

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. April 2012

17. Conducts client tours of the facility.
18. Responsible for overall guest satisfaction.
19. Perform other duties as assigned by the Executive Director and Associate Director of the Harris Conference Center.

Reporting Relationships:

Direction Received: Reports to Executive Director CPCC Service Corp.
Direction Given: First line supervisor of assigned staff

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