



## Job Description

<b>Job Title:</b>	Director Sales & Marketing - HCC	<b>Grade:</b>	M
<b>Department:</b>	Harris Conference Center	<b>FLSA:</b>	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. Works directly with the Director of Conference Center Operations to: Develop and implement a comprehensive business plan for the Harris Conference Center (HCC). Generates revenue through conference/meetings bookings and retains to ensure profitability. Administers annual budget by tracking revenue/expenditures, forecasting and generating financial reports.
2. Provides leadership and directions to direct reports staff including but not limited to day-to-day operations, setting goals and objectives, making employment decisions, delivering opportunities for growth and development.
3. Consults with Marketing Services and HCC web developer to create and execute a comprehensive and integrated marketing plan for HCC including producing print/online collateral, advertising campaigns, developing website content and promotional events.
4. 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.
5. Review and approve all sales contracts and group services agreements.
6. Assist with creating monthly marketing initiatives to engage current and prospective clients through eblasts, social media, published advertisements and client events.
7. Work in concert with CPCC Hospitality program and CPCC Cooperative Education to hire and direct semester long internships for CPCC culinary/hospitality 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.

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. February 2013



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14. Manages a prospect database.
15. Attends business networking meetings/programs.
16. Makes appropriate referrals to college resources.
17. Conducts client tours of the facility.
18. Responsible for overall guest satisfaction.
19. Perform other duties as assigned.

### **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 and five years of full-time work experience in conference/hospitality/special events sales, marketing and operations. Directs supervisory experience required

### **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



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### **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