



*An ASM Global Managed Facility*

## JOB DESCRIPTION – CATERING SALES & EVENT MANAGER

POSITION: CATERING SALES & EVENT MANAGER

DEPARTMENT: FOOD & BEVERAGE

REPORTS TO: EXECUTIVE CHEF / DIRECTOR OF FOOD & BEVERAGE

FLSA STATUS: EXEMPT

### Summary

ASM Global, the world's leading venue management and services company, has an excellent and immediate opening for the position of **Catering Sales & Event Manager- ASM Global/ Capital One Hall**. This individual will be responsible for developing a sales portfolio and servicing clients within the overall daily operating and facilitation. This premier food & beverage operation of the facility will include: fine dining, private catering, corporate events and similar type projects.

### Project Description

Capital One Hall (Tysons, VA) is a multi-venue theater complex presently under construction at Capital One Center, located on the campus of Capital One headquarters in Fairfax County in the Commonwealth of Virginia. Capital One Hall features a 1600 seat performance hall, a 250 seat black box, a rooftop park encompassing a 250 seat amphitheater and an authentic Biergarten. The venue encompasses a spectacular Atrium and Terrace, both spaces perfect for unique performances, pre-show activities, smaller musical acts, corporate gatherings and social events. This extraordinary, state of the art facility is located directly off the silver Metro line making it easily accessible locally and out of Washington D.C. proper. The anticipated performance & event season will run 12 months a year and will host a diverse, eclectic mix of entertainment including live music concerts, comedic acts, festivals and will proudly host many Fairfax County theatrical and symphonic groups including but not limited to organizations such as the Fairfax Symphony Orchestra, Washington West Film Festival and Ravel Dance.

Capital One Hall is owned by Capital One and will open in the Fall of 2021 and will be managed by ASM Global, a Los Angeles based company and a world leader in facility management who will operate this extraordinary complex in the best interest of its client, Capital One.

## Essential Duties and Responsibilities

- Supervises the Catering Sales Department in achieving budgeted revenue goals
- Supervise the Catering Service Operation including Service Manager, Banquet Captain, Servers, Bartenders, and back of house service staff (excluding kitchen)
- Maintain and track prospects and clients, and BEO's accurately within the venue's booking system
- Coordinate the booking of food and beverage events by managing outside solicitation and incoming inquiries
- Identify market segments for catering bookings
- Maintain awareness of local and regional product and price point trends
- Maintain sales productivity and procedural efficiencies as it relates to annual budgets and operations
- Assist with the development, implementation, and management of promotions for food and beverage sales in conjunction with overall sales and marketing plan of the company.
- Generate weekly calendar of client meetings and sales prospect to review with Director of Food & Beverage on a weekly basis
- Coordinate catering events with clients; use creative planning in the design and structure of catered events
- Oversee preparation of monthly activity and sales reports
- Assist in control of entertainment expenses related to food and beverage sales.
- Develop creative sales proposals, generate/track contracts and work with Executive Chef to develop customized menus to meet client needs and financial goals of our client
- Coordinate with food & beverage staff and Event Coordinators as needed to insure proper execution of catered functions
- Conduct facility tours and "tastings" for clients as necessary to secure business.
- Conduct Weekly BEO Meetings to review and have a thorough understanding of all Service Order Confirmations
- Maintain strict timelines for information exchange between the Client and the Food and Beverage department and Operations
- Assist with monthly inventory process for the Food and Beverage Department
- Perform other duties, projects and reports as assigned by the Director of Food and Beverage as deemed necessary to the growth of the business

## Supervisory Responsibilities

Manages and works in tandem with the Food & Beverage Director / Executive Chef to supervise the Food & Beverage operation as needed. The Manager carries out supervisory responsibilities in accordance with ASM Global's policies and applicable laws. Responsibilities include interviewing, hiring and training employees as well as planning, assigning and directing work, appraising performance, rewarding, disciplining employees in conjunction with Human Resources.

## Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## Education and/or Experience

- Relationships and client history within Washington D.C. , Fairfax County, and surrounding area events and businesses
- Minimum of 5 to 7 years catering sales experience, preferably with high volume property required
- Minimum of three (3) years of supervisory experience necessary to be considered
- Ability to creatively set profitable menu pricing
- Strong organizational and time management skills a must
- Must be able to multi-task, prioritize and meet deadlines
- Extraordinary sales background including strong client base and must have sound negotiating abilities
- Diverse background in food and beverage industry, primarily in large banquet facility
- Strong Microsoft office skills to include, Word, Excel and Outlook
- Excellent verbal and written communication skills
- Ability to work extended work hours/days on your feet
- Position does require you to work Irregular hours including nights and weekends, as dictated by catered events schedule
- High School diploma or equivalent required; Degree in business or related field preferred at an accredited institution preferred

## Skills and Abilities

- Excellent organizational and planning skills
- Ability to motivate and foster a strong relationship with food & beverage and core venue staff
- Excellent communication and interpersonal skills
- Strong customer service orientation
- Must be a "Self-Starter" and have the ability to work with limited supervision
- Ability to interact with all levels of staff
- Ability to work irregular hours as dictated by the event schedule, including nights, weekends and holidays
- Ability to travel as needed

## Computer Skills

Proficient in Microsoft Office platforms, as well as Adobe Creative Suite, and knowledge of Banquet Event Order (BEO) programs.

## Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to move around the facility; to stand for long hours during events; be able to communicate effectively during a strenuous schedule. This position may require work inside or outside of the building, as needed by events.

## Note

The essential responsibilities of this position are described under the headings above. They may be subject to change at any time due to reasonable accommodation or other reasons. Also, this document in no way states or implies that these are the only duties to be performed by the employee occupying this position.

## To Apply

Email cover letter, resume and any supporting materials or past event photos to: [Careers@CapitalOneHall.com](mailto:Careers@CapitalOneHall.com) with CATERING SALES POSITION in the subject line.

Applicants that need reasonable accommodations to complete the application process may contact 804-640-5588.

ASM Global is an Equal Opportunity/Affirmative Action employer, and encourages Women, Minorities, Individuals with Disabilities, and protected Veterans to apply. VEVRAA Federal Contractor.

