

Lake Junaluska Assembly, Inc

Job Description

Job Title: Wedding and Event Group Sales Associate
Department: Marketing
Supervisor: Director of Sales and Marketing
FSLA Status: Non Exempt
Supervises: None
Position Status: Full-Time - No Benefits

LJA Mission Statement:

As an employee of Lake Junaluska Assembly, inc., you are a member of a ministry team implementing the LJA mission, which is "to serve God by connecting individuals, congregations and conferences in discipleship with Jesus Christ through The United Methodist Church". We make available effective Christian programming for training, inspiration, recreation and personal enrichment. The staff also works together to be good stewards of Lake Junaluska assets, to provide the very best support services for every guest and to provide affordable facilities.

Essential Functions

Weddings and Events Sales and Coordination	50%
Family Reunion Sales and Coordination	35%
Day Event Sales and Coordination	10%
Reservations Support	5%

- Aggressively sell Weddings, Family Reunions and day events include Lodging, Meeting, Meals and Ceremony and reception facility spaces for clients.
- Manage inquires, conduct facility tours and develop proposals and contracts
- Negotiate with potential clients to assure the best return for Lake Junaluska and best customer service experience for the guests.
- Utilize our property management and reservations computer systems (Delphi and Epitome) to manage all aspects of the sales and implementation process. Includes booking facility spaces and blocked times for weddings and receptions.
- Manage existing weddings, family reunion and day event accounts, answer questions, concerns about details concerning all of events. Assure that event details such as menus and room setups are received in a timely manner.
- Work with Services department to arrange room set ups, rentals of equipment, etc.
- Work with Food Service to arrange catering options, details, enter menus into Delphi, take payments for any food ordered, etc.
- Answer all other concerns or questions that involve other Lake Junaluska departments.
- Develop marketing and advertisement programs to bring in new business to grow weddings, reunions and day events at Lake Junaluska.
- Work cooperatively with the Reservations and Group Sales to:
 - Give clients the best experience during their stay at Lake Junaluska in the facility spaces as well as the hotels.
 - Maximize yield on all inquires and assure no lost business.
 - Assist with marketing and selling at local Wedding Festivals, trade shows, etc..

- Assist with marketing projects to promote Lake Junaluska Conference and Retreat Center
- Work as backup reservationists during peak call time periods
- Work with Events and Packages Manager with Special Events held at Lake Junaluska
- Evaluate all job responsibilities and measures with Director of Communications and Marketing.
- Perform other duties as assigned to assure the success of Lake Junaluska Conference Center in achieving its goals and purposes.

Knowledge, Skills and Abilities

- An ideal candidate will have any combination of experience and education equivalent to B.S. in Marketing with 2-3 years minimum experience with marketing or sales within the Hospitality/Attraction Industry.
- Must have excellent organization and communication skills, with the ability to interact with a wide range of people in varied situations.
- Should be highly motivated, team oriented and driven for success. Must have the ability to take broad concepts and develop action plans with results while receiving minimal direct supervision.
- Knowledge and experience with computer-based reservation systems and proficiency with office automation systems including Microsoft Word, Excel and Outlook is necessary.
- An Ideal candidate will have knowledge of beliefs, structure and programs of The United Methodist Church and have a commitment to the Christian faith.

Performance/Success Factors

Be punctual to work and other related functions; perform well in a team environment; complete work in a timely, accurate and thorough manner; conscientious about assignments and be able to prioritize daily tasks and events.

Must be a team player and cooperate with all staff.

Must be a self-starter, and able to work both independently and within the framework of a team.

Ability to receive guidance with respect to general objectives; in the majority of tasks and projects assigned, occasionally determine methods, work sequence, scheduling and how to achieve objectives of assignments; operate within specific policy guidelines.

Strive for quality in all task and/or duties.

Participate in proactive team efforts to achieve departmental and company goals.

Provide leadership to others through example and sharing of knowledge/skill.

Working conditions

Light physical activity performing non-strenuous daily activities of an administrative nature

Quiet to Moderate noise

Physical Demands: To coordinate work, occasionally moves about, able to stand (occasionally for prolonged periods of time), walk, sit, use hands to finger, handle or feel, reach with hands and arms (occasionally overhead), stoop, talk to and hear staff and customer requests, and also lifts or carries or otherwise moves and positions objects weighing up to 10 pounds.

Well-lighted, heated and/or air-conditioned indoor office setting with adequate ventilation.

At times, be outdoors in different weather conditions.

Hours: Monday through Sunday, some nights/weekends/holidays as required.

Receipt and Acknowledgment

I accept employment at Lake Junaluska Assembly, Inc and acknowledge by my acceptance that:

- This position is not eligible for the Lake Junaluska Assembly, Inc., benefit package which includes medical, dental, vision, life, LTD, AD&D, Pension, vacation, holiday or sick time.
- Receipt of the job description does not imply nor create a promise of employment, nor an employment contract of any kind, and that my employment is at-will.
- The job description provides a general summary of the position in which I am employed, that the contents of this job description are job requirements and, at this time, I know of no limitations which would prevent me from performing these functions with or without accommodation. I further understand that it is my responsibility to inform my supervisor at any time if I am unable to perform these functions.
- Mt job duties, tasks, work hours and work requirements may be changed at any time.
- Acceptable job performance includes completion of the essential job functions as well as compliance with all policies, procedures, rules and regulations of the Human Resources Policies and Procedures Manual for Lake Junaluska Assembly, Inc.
- Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this position at any time.
- I have read and understand this job description.

Print Employee Name: _____

Employee Signature: _____

Date: _____

Equal Opportunity/Affirmative Action Employer