



Job Description

Position Title: Group Sales Manager
Department: Events/Banquets
Salary: DOQ
Posting Dates: 10/25/24-11/8/24

Position Summary: The Group Sales Coordinator for Events is responsible for driving group sales and coordinating events for the casino's convention, banquet, and entertainment facilities. This role focuses on building relationships with corporate clients, tour operators, and event planners to secure group bookings for meetings, conferences, special events, and large-scale gatherings. The ideal candidate will have a strong sales background, excellent communication skills, and experience in hospitality or casino event planning.

Essential Job Functions: *The list that follows is not intended to be comprehensive: it is intended to provide a representative summary of the major duties and responsibilities. Employee will be required to follow any other job-related instructions and to perform any other duties requested by his or her supervisor.*

- Develop and execute strategic sales plans to maximize group sales revenue for events, conferences, and conventions at the casino.
- Identify potential corporate clients, tour operators, and event planners through research and networking.
- Achieve sales targets by securing new group business and retaining existing clients.
- Client Relationship Management:
 - Build and maintain strong relationships with key decision-makers, corporate clients, and event organizers.
 - Conduct site tours of the casino's event spaces, highlighting amenities, features, and unique selling points.
 - Act as the primary point of contact for group clients, ensuring their needs are met and their events are executed to the highest standard.
- Collaborate with the event services team to ensure seamless execution of events, including catering, setup, AV requirements, and other logistical details.
- Provide detailed event proposals and work with clients to customize packages that meet their specific needs.
- Oversee the coordination of group bookings, including room blocks, event spaces, and other special requests.
- Work closely with the marketing team to develop promotional materials, advertisements, and social media campaigns to drive group sales.
- Attend industry trade shows, networking events, and conferences to promote the casino as a premier event destination.
- Develop and implement marketing strategies to target specific industries, markets, and demographics for group events.
- Track sales performance, create reports, and analyze data to assess the effectiveness of sales strategies.
- Provide weekly, monthly, and quarterly sales reports to the Director of Sales.
- Monitor industry trends and competitor activity to identify new opportunities for growth.
- Use brand opportunity to drive revenue.
- Drive product quality and a unique
- All other duties as may be assigned.

Job Requirements:

Education, Experience, and Certifications:

- High School diploma or GED.
- Preferred Bachelor's degree in marketing, business, or related field.
- Strong understanding of event coordination, sales strategies, and customer relationship management.
- Exceptional communication, presentation, and negotiation skills.
- Proficiency in event management software.

- Ability to work under pressure and manage multiple projects simultaneously.
- Flexibility to work weekends, evenings, and holidays as required.
- Must possess a valid North Dakota Drivers license.
- Must be able to pass background investigation

Knowledge and Skills:

- Knowledge of the local market and key corporate accounts.
- Experience working with a high-volume casino, hotel, or resort property.
- Proven track record of meeting or exceeding sales goals.
- Ability to stand or walk for extended periods.
- Capability to lift and carry promotional materials and event-related items, up to 25 lbs.

EMPLOYMENT STATUS:

This is full-time, non-exempt hourly position with full benefits. Native American preference applies.

