

Director of Catering Ballantyne Country Club



CLUB INFORMATION

Ballantyne Country Club is a private country club founded in 1996. Located in Ballantyne Area of Charlotte, North Carolina the Club provides a richly traditional experience for its Members.

POSITION SUMMARY

Director of Catering (DOC) reports to the Assistant General Manager and is responsible for driving catering sales goals, preparing contracts, event coordination, menu selections and collecting payment for events. The DOC is responsible for developing catering leads through the current members, as well as developing new markets and sales strategies to generate new and repeat business. Objectives include the highest possible guest satisfaction and highest possible profit margins. This person will ensure smooth handoff to the food and beverage department and banquet staff.

EXPERIENCE, EDUCATION, AND SKILLS REQUIRED

- Bachelor's degree required.
- Sales experience in the private club or hospitality areas with proven record and documentation of success in achieving or exceeding sales goals and expanding the catering business
- Ability to communicate effectively in a positive and helpful manner with management, staff, coworkers, and Club guests in all aspects of the job.
 - High internal standards of quality and service.
 - Demonstrated strong organizational, verbal, and written communication skills.
 - Excellent team player.
 - Passion for work – pride in work accomplished.
 - Prior golf or country club or hospitality experience a plus.

ESSENTIAL RESPONSIBILITIES

- To meet and exceed monthly booking goals and sales budgets
- Present property amenities to prospective clients through site visits and other marketing opportunities.
- Maintain marketing materials (i.e.-current menus, sales kits, brochures).
- Prepare proposals (including fees, preliminary menus, and event timelines), negotiate final terms, prepare final contracts with the Chef and food and beverage manager approval, collect all deposits to confirm bookings and more
- Maintain detailed event files, up to date lead list with status notes, and up to date space block calendar.

- Plan member events and making sure the events go off smoothly (for example, jumping in and helping with set up, refills, service-related items, room turns, buffet checks and refill, etc...)
- Assist clients with tastings, menu selection and event timelines. Confirm menus and quantity review with client and kitchen by deadline dates
- Prepare banquet event orders (BEO) with detailed information and floor plan, secure client signature and distribute BEO's to department heads 10 days prior to function
- Establish and maintain "to do" dates for each file and assure items are completed in a timely fashion.
- Confirm event supply orders and negotiate best pricing (i.e.-linens, heaters, tents, etc.)
- Coordinate with outside vendors (i.e.-florists, DJ, rental companies) on a limited basis. Clients should work directly with outside vendors.
- Attend Banquet Event Order (BEO) meetings.
- Attend "hand-off" meetings with clients and day of event host (i.e.-café manager or banquet host).
- Prepare preliminary invoices and final bills and collect full payment 10 days prior to function
- Preview Room 1-2 hours out and observe service, food quality and presentation as necessary
- Follow up each event with a thank you letter and survey and offer to rebook as appropriate.
- Participate in weekly catering conference calls
- Weekly updates of the pace report
- Complete yearly catering marketing plan, new member marketing strategy and competitive survey as needed
- Maintain minimum office hours of Tuesday – Saturday 8:30 – 5:30 with additional for after hour appointments and event starts

PHYSICAL AND MENTAL DEMAND

- Requires frequent (50%-90%) walking, standing, and sitting.
- Requires ability to lift objects weighing up to 20 pounds occasionally.
- Requires corrected vision and hearing to normal range.
- Requires ability to convey information and ideas clearly.
- Must work well in stressful, high pressure situations.
- Must maintain composure and objectivity under pressure.
- Must be able to evaluate and select among alternative courses of action quickly and accurately.
- Must be effective in handling problems in the workplace including anticipating, preventing, identifying and problem solving as necessary.
- Must be able to work with and understand financial information and data, and basic arithmetic functions.

TYPICAL WORKING CONDITIONS

Work is performed indoors and outdoors with little to no exposure to extreme heat/humidity, and cold weather. Must be willing to work weekends and holidays as needed. Equipment used: calculator, facsimile machine, computer, telephone, scanner, credit card machine, POS system, copier and other.

This description may not be all-inclusive, and employees are expected to perform all other duties as assigned and directed by management. Position descriptions and duties may be modified whenever deemed appropriate by management.

Compensation \$50,000 - \$60,000 commensurate with successful sales experience

