



JOB DESCRIPTION

TITLE:	Sales Coordinator
DEPARTMENT:	Marketing
SUPERVISOR:	Marketing Manager
WAGE:	DOQ
SHIFT:	Days/Weekends/Holidays or As Needed
CLASSIFICATION:	Gaming License Required
POSITION:	Full-Time
REQUIREMENTS:	40 Hours Per Week

JOB SUMMARY: This position is responsible for efficiently selling events space for banquets, parties, meeting, conferences, and other events; as well as working with tour coordinators in setting up group tours to the property. Ensure that existing relationships are maintained and solicit new business on an ongoing basis. Always provide a high standard of guest service. Friendly, professional attitude always required. Must be willing to work nights, weekends, and holidays. Neat clean appearance is a must.

DUTIES AND RESPONSIBILITIES:

- Works to ensure guest satisfaction and increase traffic to the casino through the development and coordination of appropriate guest packages.
- Develops strong partnerships with vital strategic partnerships, i.e., group tour operators, convention centers, local hotels and restaurants, car rental agencies, airline, and travel agencies to develop programs which increase visitation from key customer segments.
- Serves as a facility representative at local and national trade shows and promotional events, as well as, appropriate tourism-related organizations, including all local area business chambers.
- Develops and maintains current information regarding incoming conventions and promotional programs of group and tour travel operators.
- Targets new business opportunities and develops profitable customer segments for ground transportation programs.
- Maintains on-going contact with local/national strategic alliances to ensure that all Tribal interests are represented.
- Meets the attendance guidelines of the job and adheres to regulatory, departmental and company policies.
- Initiates 10 to 15 outside contacts per week to increase topline revenue.



- Generates new accounts and maintains existing accounts.
- Develops and updates personal sales goals and forecasts.
- Develops and executes sales results against forecast and prepares weekly and monthly target reports.
- Learns and utilizes new sales management software application to help with organization, tracking and reporting activities.
- Solicit information from prospects about their needs and interests.
- Conduct sales calls, promoting the property through travel and personal involvement in regional and tourism-related organizations to include participation at trade and travel shows.
- Present the competitive features of the property to prospective customers.
- Participate in sales promotions.
- Respond to telephone and walk-in inquiries about the casino and give tours.
- Conduct telemarketing programs to generate additional sales leads and trace and follow up on all inquiries, sales calls and leads.
- Assist with coordinating group functions/social events once group arrives, including speaking to bus and other tour groups to inform them of property amenities and the details of their programs or events.
- Perform other duties as required.

ESSENTIAL FUNCTIONS:

- Work closely with food and beverage departments to develop menu and pricing for all catering, meetings, etc.
- Responsible for preparation of invoices and collections of receivables.
- Contract review and facilitating communication before, during, and post event with pertinent hotel staff to ensure a high level of service.
- Work with the event staff to ensure that the rooms are set up to the expectations of the client.
- Prepare sales kit.
- Responsible for executing billing statements and invoices for individual special events and/or conferences and recording expenditures and charging budget variances for all conference rooms.
- Maintains on-line daily calendar for coordinating and scheduling appointments and meetings for all conference and meeting rooms in the hotel and casino and informing all department managers and appropriate staff of these meetings in a timely manner through email and monitor displays throughout the casino floor.
- Enforces performance standards, policies, and procedures as they relate to the department.



- Responsible for selecting and purchasing merchandise from vendors.
- Assists guests as needed.
- Develop and distribute rules and regulations to tour operators.
- Ensure all bus tour group operators have bus insurance that meet the demands of the casino and that copies of such documents are updated annually and are on file.
- Responsible for supplying information to hotel and casino staff on bus tour dates, times, and names of bus companies when necessary.
- Responsible for ensuring payments are made to LWRC.
- Flexible work hours essential.
- Excellent time management and organizational skills.
- Ability to work independently.
- Ability to work under pressure, planning and coordinating multiple events.
- Hardworking team player.
- Must be able to stand for long periods of time.
- Must be able to lift 50 lbs.
- Must possess a valid driver's license and have reliable transportation.

JOB QUALIFICATIONS:

- High school diploma/GED required.
- Certificate/diploma in hospitality preferred.
- Understand their health and safety responsibility according to health and safety legislation.
- Excellent phone skills.
- Must possess excellent communication, organizational and analytical skills.
- Attention to detail.
- Comprehensive knowledge of catering events and trends including strategic planning, analysis, execution, and evaluation.
- Experience using Microsoft Office (Outlook, Word, Excel, and PowerPoint, etc.).
- Strong interpersonal, oral, and writing skills.
- Provides a safe environment for customers and employees through compliance and safety guidelines.

Smoke-free environment.

The Red Cliff Tribal Council has a drug free workplace policy and adheres to the intent of the drug free workplace act. All new hires are subject to a drug test prior to starting.

Applicants should be advised that the Tribe reserves the right to disqualify applicants whose prior activities pose a threat to the public interest.

Native American preference applies; yet all qualified applicants will be considered.



Job applications are available at the casino cashier window, Human Resources office and online at www.legendarywaters.com.

Posted: 3/28/24

Deadline: Until filled

**Information: Seth Morris, THRP
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