



The University Club of San Francisco

Catering Sales Director/Wedding Specialist

The University Club of San Francisco is hiring a Catering Sales Director with extensive wedding sales/management experience!

The Catering Sales Director is responsible for promoting the Club's facilities for weddings, private functions, banquets, business and social meetings, club sponsored events and other Member related activities. The Catering Sales Director initiates and manages the sales cycle, booking functions including pre-planning meetings, BEO creation, marketing and communication, event execution with the banquet staff, billing and follow up.

The Director works in conjunction with the Food & Beverage Director, Executive Chef, Sous Chefs, Banquet Captains, Facility & Hotel Manager and reports directly to the General Manager.

Sales, Marketing & Social Media

The Catering Sales Director prepares and executes an ongoing Catering Marketing and Sales Plan in accordance with Club specifications to manage the sales cycle to generate new and ongoing catering business.

Ensures the process is a "one stop" experience from lead/sales call to preparation and communication of detailed BEO through completion of event and post event follow-up with client.

Works with Communications Manager to create and develop ongoing marketing and sales strategies through wedding sites, Club's website/app, social media and other developing platforms.

Cultivates strong member and client relationships/partnerships.

Ensures annual performance goals are met/exceeded and focusing on maintaining repeat business and developing new business.

Gives tours of the facility and discusses booking logistics, room options, and menus with potential clients.

Oversees the management of past and potential client files; schedule calls or visits to assess ongoing needs of prospective clients for catering services.

Planning and Production

The Catering Sales Manager will work closely with clients from initial contact through completion of their event confirming all details of the event and ensuring all details have been communicated via banquet event order to the Clubhouse management team on a timely basis.

Works with the Executive Chef to determine selling prices, menus and other details for catered events; oversees the development of contracts; assures that pre-planned banquet menu offerings are current and reflect general member interests.

Prepares and creates detailed BEOs to specifications of clients, overseeing weekly BEO meetings, ensuring details of each event are communicated to all departments and staff, ensuring proper room setup, managing vendors and oversight.

Contacts clients, updates and confirms details to finalize BEO's. Ensures that all information is complete, accurate and distributed on a timely basis. Proactively communicates the status of all changes and updates.

Oversees scheduling of weekly Food and Beverage Department meetings; Reviews 10-day schedule of events and daily event sheets for accuracy prior to distribution.

Coordinate applicable food and beverage tastings.

Complete all research, planning and execution for all club-hosted events, taking the lead on all club events.

Event Management

Supervises and verifies function sheets against actual room setup by coordinating/conferring with the Food and Beverage team to ensure event details match the specifications listed on the BEO, and with the Chef on the chosen menu, making sure all preparations are arranged and completed; inspect event areas and oversee personnel scheduling, help supervise personnel to ensure that they conform to member requirements.

Collaborates with clients and the Banquet Captain upon client arrival regarding proper set-up, event execution, and resetting for the day/evening.

Welcomes group contact upon arrival at function and ensures guest satisfaction and assists in executing the service of functions when necessary.

During weddings and certain other events including Club special events, the Catering Sales Director will oversee staff, making sure all service standards, policies and safety regulations are followed.

Ensures the security of club's members and guests' valuables during catered events

Accounting, Billing and Follow-up

Reviews Captain Reports for previous day functions; follows up on any problems noted.

Contacts clients after scheduled functions to ensure guest satisfaction and to solicit rebooking, where applicable.

Processes billing for all events within 48 hours of completion and ensure billing information is completed for payroll in a timely manner.

Be alert to Member/Guest and staff complaints, ensuring they are documented and shared appropriately through incident reports and email.

Maintain up-to-date knowledge of Catering Department policies, standard operating procedures and KPI's.

The Catering Sales Director helps develop catering budgets; reviews financial reports and takes corrective actions as appropriate to help assure budget goals are met.

Team Dynamic

Attends staff and management meetings to review policies and procedures, future business and to continually develop quality and image overall Club operations.

The Catering Sales Director works collaboratively with the food & beverage management team on developing menus and pricing within Club guidelines and goals, banquet menu pricing, banquet event set up, service standards, etc.

Promotes positive guest and co-worker relations at all times.

Represents members' needs and interests on applicable club committees.

Assumes responsibility of manager-on-duty when necessary.

Qualifications

Required: 3-4 years Food and Beverage management experience in a Club, Hotel and/or high-end hospitality environment completing the full sales/service cycle plus previous Banquet/Events Management experience. Desired: Two or four-year degree, Hospitality or Business.

Extensive experience selling and/or servicing weddings, corporate events and meetings; Proven success in increasing catering sales business year over year.

Strong computer and tech skills, including efficiency in MS Office, catering management program (Jonas knowledge a plus), Allseated, CRM and experience with office equipment and audio/visual equipment. Basic knowledge of Point of Sale systems and online reservation systems.

Excellent organizational skills and high attention to detail.

Solid communication and relationship building skills with all guests, members and coworkers. Able and willing to work a schedule including days, evenings, weekends based on business requirements and operational needs.

Adheres to federal, state and local employment laws, CalOsha safety regulations, wage and hour laws, and Club policies and procedures are required as is maintaining professional and ethical standards in all interactions and decisions.

Licenses and Special Requirements

Food safety certification

Alcoholic beverage certification

Physical Demands and Work Environment

Required to stand for long periods and walk, climb stairs, balance, stoop, kneel, crouch, bend, stretch and twist or reach; Push, pull or lift up to 50 pounds; Continuous repetitive motions; Work in hot, humid and noisy environments.

Salary & Benefits

Competitive compensation plan

Medical, Dental and Vision Insurance

Vacation, Sick and Holiday pay

Club provided meal

The University Club of San Francisco is an equal opportunity employer. We evaluate qualified applicants without regard to race, color, religion, sex, national origin, disability, veteran status, and other legally protected characteristics.

Please send resume to Elizabeth Sturton at elizabeth@uclubsf.org.