



Candidate Profile

Director of Sales & Events (DS&E)

Locust Hill Country Club
Pittsford, New York

Organization

Locust Hill Country Club is a private full service, year-round country club which provides a prestigious, yet friendly and welcoming environment for all of its members, their families, and their guests. Locust Hill Country Club is the private club of choice in Rochester, New York.

LHCC is located in the towns of Henrietta and Pittsford, approximately five miles southeast of Rochester, New York. The Club offers a state-of-the-art practice facility, three hard surface tennis courts, two heated paddle tennis courts, a health and wellness fitness center, an Olympic size swimming pool facility with expansive patio seating and a 60,000 square foot Clubhouse facility, which hosts an exciting and busy social and dining calendar. Our dining and banquet facilities provide breathtaking views of our golf course.

Position Responsibilities

This position is responsible for identifying and driving revenue throughout the Club. The Director of Sales & Events nurtures relationships with Club members to participate in Club events and existing/new clients to book the Club for private events and golf outings. The position is also responsible for the planning and coordinating of all aspects of private event, member social events and meeting functions held within the Club. The position will set quarterly revenue goals with the Club Manager (direct report) and is responsible for achieving his/her budgeted sales plan. Internal/external events may include seminars, wedding receptions, rehearsal dinners, luncheons, and golf tournament events. In addition, they attend activities with members and their guests in order to demonstrate the necessary pride in belonging to LHCC.

The DS&E will foster relationships with Members, individuals and corporations who book events so as to maintain a catalogue of repeat business while prospecting for new events. This position works closely with the Executive Chef when designing custom menus and the entire management team to communicate and prepare for upcoming events. Profitability of all events is essential.

In addition, s/he generates a definitive sales and marketing plan to achieve departmental revenue goals. The DS&E is an advocate and ambassador of the Club and understanding the critical role that revenue driving, clear communication, and exceeding expectations play in regards to the success of the operation.

The DS&E is responsible for the positive net revenue growth of the Club. This position is a unique blend of direct sales, internal and external* marketing, and relationship management. The position requires a proven track record of successful sales results in a hospitality related field. *According to 501C7 Tax Exempt Guidelines and Restrictions

Key Responsibilities

- Consistent achievement of revenue goals through direct sales involving phone, in person tours, social media and e-mails.
- Develop and execute strategic quarterly actions plans to drive prospect pipeline
- Oversee the creation of Club communication via email, website, social media, and paper newsletters.
- Engage Member for recruitment of new Events
- Partner with area businesses, professional organizations and alumni groups to prospect events
- Create strong relationships within the business, government and philanthropic community.



Job Requirements

- Two years external sales experience
- Private Country Club and/or hotel Sales and Coordination experience a plus.
- Proven track record of sales performance.
- High-energy, outgoing personality.
- Outstanding written and interpersonal communication skills are a must.
- Strong technical literacy, including Microsoft Word, Publisher, and Excel.
- Diplomatic team player able to foster relationships with members, employee partners and other community leaders.
- Creativity, attention to detail and strong organizational skills.
- Applicant must exhibit a professional appearance.
- Applicant must possess a passion for providing high quality member service and commitment to exceeding expectations.
- Flexible schedule including nights and weekends.

Competitive Compensation and Benefits

The compensation package will commensurate with the experience level of the selected candidate. The Sales Director position is a full-time and year-round. Additional benefits include:

- Participation in individual and family health, dental, and vision insurance
- Cell phone allowance of up to \$75 per month
- Daily employee meal

Professionals who meet or exceed the established criteria are encouraged to contact:

The Club Manager of LHCC