



## **EVENT & CATERING SALES EXECUTIVE**

Rocket Bakery & Fresh Food is seeking a skilled, motivated, outgoing Event & Catering Sales Executive to join our expanding organization. This position is focused on generating new sales, developing and maintaining client relationships and planning/executing events to exceed customer expectations.

This is a unique opportunity for the right person to continue to promote Rocket as the most loved food experience in the city! Together with the Sales & Marketing Manager, you will have ownership over the growth of our catering business and be responsible for the entire sales cycle, from lead generation to closing deals. In addition to the Sales & Marketing Manager, you will interact daily with the chef, office assistant and operations team.

### **Key Responsibilities:**

#### **Catering & Event Sales**

- Own the full sales cycle, from lead generation to closing deals
- Generate leads using your own network and actively pursue prospects to move them along the sales process
- Generate event bookings for corporate deliveries & events, luncheons and private parties (including but not limited to social events and weddings)
- Responsible for soliciting new catering accounts, entertaining and maintaining relationships with existing accounts to meet and/or exceed food and beverage revenue goals
- Identify new business and opportunities
- Work closely with the operations team to ensure customer expectations are met
- Promote and maintain exceptional customer service while maximizing sales profitability
- Respond to all telephone/email inquiries regarding catering and event pricing
- Maintain an active trace/follow-up system on all personal sales calls
- Prepare sales proposals; negotiate contracts with customers within established pricing parameters
- Finalize all bookings, maximizing all revenue potential in all revenue producing areas
- Participate in weekly catering/sales related meetings as required.

### **Event Planning**

- Liaise with clients to identify their needs and to ensure customer satisfaction
- Prepare correspondence to customers, internal booking documents and file maintenance
- Organize facilities and manage all events' details such as catering, room layout, timeline, event rentals, A/V requirements, entertainment, staffing, etc...
- Coordinate with other departments to ensure flawless execution
- Oversee client functions to ensure customer satisfaction.

### **Supportive Function & Brand Representation**

- Professionally represent Rocket at all community/social events and industry meetings.
- Participate as a team player with all departments
- Assist with reports and/or competition data collection
- Develop/maintain knowledge of market trends, competition and customers

### **Qualifications & Skills**

- Excellent written and verbal communication skills
- Ability to negotiate, influence and building strong relationships with clients
- Sharp, energetic and effective in prospecting for and closing business opportunities
- Proven track record of success in helping maximize revenue through the implementation of creative promotions and successful selling techniques
- Exceptional organizational, supervisory and customer service skills
- Ability to act independently with minimal or no supervision
- Due to the cyclical nature of the hospitality industry, employees may be required to work varying schedules to reflect the business needs
- Superior attention to detail
- Ability to manage multiple projects and meet deadlines
- Good knowledge of Word, Excel, PowerPoint (Windows), Gmail, Google Drive (including Google Documents and Spreadsheets)
- Valid driver's license and access to a car as needed

### **Benefits / Perks:**

- Compensation: TBD based on experience
- Work with an amazing, talented, and dedicated team

### **Job Type:** Full-time

This job description is not an exclusive or exhaustive list of all job functions that an employee in this position may be asked to perform from time to time.

Please submit your CV and cover letter, detailing what you feel you could bring to the Rocket team, to Sophie Blais, Operations Manager, at [sophie@rocketfood.ca](mailto:sophie@rocketfood.ca). Submission deadline: Tuesday, April 25.

