



**HERITAGE
FOUNDATION**
WILLIAMSON COUNTY, TN

DOWNTOWN
FRANKLIN
ASSOCIATION

The
FRANKLIN
THEATRE

FRANKLIN
Estate & Gardens
ESTATE & GARDENS

Job Title: Event Sales & Services Manager
Reports to: Director of Event & Tourism Sales
FLSA Status: Exempt
Direct Reports: No
Date Revised: March 2023

POSITION SUMMARY: The Event Sales & Services Manager, shared services department, is responsible for meeting revenue goals for the rental and group sales and services line of business, encompassing approximately 300 private events annually across the Foundation's portfolio of historic properties (The Franklin Theatre, History and Culture Center and LeHew Magid Big House). They serve as integral support to the Director of Event & Tourism Sales as it relates to private rental and group business.

Vital revenue from private events products goes directly to support the overall mission of the Foundation and its divisions.

ESSENTIAL RESPONSIBILITIES: To perform this job, an individual must perform each essential function satisfactorily with or without reasonable accommodation.

- Manages the sales lifecycle for private events and group experiences within the Franklin Theatre (13,000 sq ft), the LeHew Magid Big House (4,000 sq ft), and the newest property History and Culture Center of Williamson County (6,400 sq ft).
- Manages all sales and service of private rentals and group experiences including handling incoming calls, and emails for requests for rental information, site visits, rental and group proposals, contracts, upselling services, booking vendors and creating complete, detailed event management orders.
- Maintains excellent relationships and communication with all clients, requiring a detailed understanding of rental contracts and policies and procedures. Ensures agreed upon rates, payment schedules, etc. are adhered to. Responsible for contacting clients to follow-up on payments and final event order due prior to the due dates.
- Serves as a key liaison for private rental clients and vendors prior to and on the event date. Maintains detailed information on private events in event management system and communicates efficiently with internal staff using event management system as directed.
- Serves as key liaison for group package clients, including tour operators, individual, non-profit and corporate clients. Provides availability, pricing and group package agreements. Confirms reservations, books talent and serves as manager on duty.
- Works with other lead-generating entities to help drive business in both private rentals and group experiences. May attend various partnership meetings as well as exhibit industry-related tradeshows on behalf of Heritage venues.
- Collaborates with the Director of Event and Tourism Sales on maintaining detailed client/lead data to provide the shared service marketing team on needed advertising and collateral to support rental line of business.
- Acts as MOD on assigned dates to assist with private events and group experience needs in all Heritage venues.
- Supports the Director with program and event needs such as site visits, movie buying, artist contracting, settlements, etc.
- Regular and reliable attendance, including some evenings and weekends (ability to be on-call for facility emergencies).
- Perform other duties as assigned.



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KNOWLEDGE AND SKILLS: The requirements listed below are representative of the knowledge, skills and/or abilities required.

Education and/or Experience: Bachelor's Degree preferred and 2 – 4 years of entertainment, event or program management experience.

Computer Skills / Technical Knowledge: Microsoft Office Suite, with specific strengths in Excel or spreadsheet management.

Mathematical Skills: Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, decimals and percentages.

Language Skills: Ability to understand, read, write and speak English. Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures, safety data sheets (SDS) or governmental regulations. Ability to successfully write reports, business correspondence and policy. Ability to effectively present information, respond to questions and professionally interact with managers, employees, clients, vendors and the general public.

Reasoning Ability: HIGH. Must be able to apply principles of logical thinking to define problems, collect pertinent data, establish facts, draw valid conclusions and initiate appropriate course of action. Must effectively convey ideas, images and goals to a diverse group of personalities.

Other Qualifications: Strong self-starter with impeccable problem-solving abilities. Hospitality must be at the core of your motivation with the ability to interact with varying clients with a warm and welcoming demeanor. Professionalism in all situations. Must be a hands-on, "roll up your sleeves" team player. General knowledge of computer applications for the frequent use of electronic mail, word processing, data entry, spreadsheets, graphics, etc. Must be able to handle multiple, simultaneous tasks effectively and efficiently. Strong verbal and written communication skills required. Must be detail oriented and organized with the ability to perform duties under pressure, prioritize workload, and timely meet deadlines. Must have the aptitude and ability to self-direct work. Ability to work irregular hours and weekends.

PHYSICAL AND MENTAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job responsibilities.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit for extended periods of time; use hands to touch, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs and ladders; balance; stoop, kneel, bend, crouch or crawl; talk or hear; taste or smell. The employee must frequently lift and/or move up to 50 pounds. Repetitive motion of upper body. Required specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

While performing the duties of this job, the employee must be able to work in a fast-paced, sometimes stressful, customer service-oriented environment, perform duties under pressure and meet deadlines in a timely manner. The employee must work as part of a team, complete assignments independently and take instructions from supervisors.



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WORK ENVIRONMENT: Work environment characteristics described here are representative of those that an employee may encounter while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job responsibilities.

Works in both a well-lit and dark climate-controlled theatre environment where various equipment is used including sound, lights, concessions, etc.; some equipment has moving mechanical and electrical parts. May need to work in tight spaces with poor ventilation. May frequently work in outside weather conditions being exposed to wet and/or humid conditions. May be exposed to hot and cold temperatures. May be exposed to fumes or airborne particles and toxic or caustic chemicals, flammables, pesticides, etc.

Noise level varies from an office environment to theater entertainment.

Limited overnight travel required (10%).

If you are interested in this exciting opportunity, please send your resume and cover letter to mfloyd@williamsonheritage.org. No phone calls please.