

COLLEGE OF CENTRAL FLORIDA

JOB DESCRIPTION

JOB TITLE: DIRECTOR – CONFERENCE AND FOOD SERVICES

PAY GRADE: P-5

OVERTIME STATUS: EXEMPT

MAJOR RESPONSIBILITY:

Responsible for sales and management functions within the Conference Services, Patriot Café, Cyber Café and Catering areas that are critical to acquiring and maintaining a solid base of customers necessary to achieve profitability. This includes all phases of planning and delivering positive outcomes in our campus venues to include the Klein Conference Center, Webber Conference Center, and other locations throughout the college campus. Develops and implements marketing strategies and provides ongoing training of operations staff in customer service and selling techniques.

At the College of Central Florida, our vision is to be “Your first choice for quality higher education.” We aim to accomplish this by providing a caring and exceptional learning environment that fosters the success of our students and community. Candidates considering becoming part of the CF family must be able to embrace and model this philosophy in their day-to-day responsibilities and demonstrate our standards: professional, responsive, informative, dependable and engaged.

PREREQUISITES FOR POSITION (Qualification Standards):

1. Education or training: Bachelor’s degree in Hospitality Management or related field required. Work experience may be substituted on a year by year basis for the degree requirement.
2. Years of experience in field: A minimum of 5 years’ sales management experience with demonstrated ability to solicit and manage profitable accounts required. A current Florida driver’s license is required.
3. Special skills or abilities related to position: Ability to prioritize and manage accounts. Strong verbal and written communication skills with the ability to prospect and make sales presentations. Skilled in negotiating agreements within the field. Ability to develop and implement marketing strategies. Demonstrated ability to manage a team. Skilled in working with conferences and conventions. Effective problem-solving skills. Successful revenue and budget management.

ESSENTIAL JOB FUNCTIONS:

1. Supervise Conference Services, Patriot Café, Cyber Café, and Catering teams to ensure seamless service to the customers.

Revised 8-13-20

Revised 3-4-2020 – Reorg & Title changed from Manager Conference & Food Services

Revised & Title changed from Manager Conference Services effective 1-1-2012

Revised 7-1-2011

New 4-4-06

ESSENTIAL JOB FUNCTIONS (Continued):

2. Perform administrative functions necessary to deliver high quality service and profitability.
3. Maintain detailed knowledge of products.
4. Maintain written records on weekly sales calls.
5. Prepare quarterly and annual reports to support sales activity, productivity and profitability.
6. Maintain updated sales filing system and records.
7. Maintain files of competitor's activities, prices, menus, brochures sales kits, etc.
8. Develop, implement and track marketing strategies to increase revenues and customer satisfaction.
9. Track customer response to sales collaterals and make recommendations for improvements
10. Develop new sales collateral materials as needed.
11. Exercise sound judgment based on policies in negotiating sales contracts with potential customers.
12. Conduct event follow up with customers to solicit future business.
13. Meet regularly with the Student Activities staff and boards to assist and work with them to plan upcoming events to include special menus and set up requirements.
14. Participate in on and off campus programs to bring a stronger awareness of CF to the community.
15. Work to mentor and develop team members who would like to advance in their careers.
16. Perform other duties as assigned.

(These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job-related marginal duties as required.)

PHYSICAL 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 functions.

- Acceptable eyesight (with or without correction).
- Acceptable hearing (with or without hearing aid).
- Ability to clearly communicate both orally and in writing on a telephone and on a computer for extended periods of time.
- Routinely requires sitting at a desk and viewing a display screen for extended periods of time.
- Ability to access, input, and retrieve information from a computer or other electronic device.
- Routinely requires moderate (up to 40 pounds) lifting and carrying.
- Routinely requires walking, standing, sitting, kneeling, stooping, reaching up, twisting and bending.

ENVIRONMENTAL CONDITIONS

- Works in an office environment.
- Work outside and inside.
- Some travel required.

(Reasonable accommodations will be made for otherwise qualified individuals with a disability)

PRIMARY LOCATION OF JOB: Ewers Century Center, Ocala Campus

SUPERVISOR OF POSITION: Vice President of Administration and Finance