



**HERITAGE
FOUNDATION**
WILLIAMSON COUNTY, TN

DOWNTOWN
FRANKLIN
ASSOCIATION

The
**FRANKLIN
THEATRE**

FRANKLIN
Grave
ESTATE & GARDENS

History and
Culture Center
WILLIAMSON COUNTY, TN

Do you have a passion for sales and relationship building? Do you have experience in venue sales and enjoy assisting clients with finding the perfect space to create their own historic moments? If so, your next job opportunity is waiting for you – come join us! The Heritage Foundation of Williamson County, TN is actively recruiting for an **Event Sales Manager**.

POSITION SUMMARY: The Events Sales Manager acts as a shared service team member, responsible for selling approximately 300 private events annually across the Foundation's portfolio of historic properties including The Franklin Theatre (13,000 sq. ft.), the LeHew Magid Big House (4,000 sq. ft.), and the new History & Culture Center of Williamson County (6,400 sq. ft.). Reporting to the organization's Chief Operating Officer, the Manager will also play an integral role in establishing the event rental business for the new History Center division. Vital revenue from private events 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 a reasonable accommodation.

- Collaborates with the COO to develop sales plans, policies and procedures; assists with efforts to market and promote services, programs, and offerings.
- Establishes holistic and centralized event sales process including necessary software.
- Utilizes databases to input and monitor data, compiles sales reports and monitors progress toward established sales goals
- Prospects, qualifies, and serves event rental clients in order to increase sales of the organization's venue space. Responsible for reaching revenue goals and managing expenses set forth in annual budgets.
- Responsible for selling event space, negotiating contracts, and communicating event details to event service team members across the organization's divisions. Serves as sole point-of-contact for event sales within the organization.
- Actively pursues new business for the organization and identifies opportunities to acquire new leads, to include making cold calls, attending and producing industry events, and delivering effective presentations
- Manages site visits and tours of the facilities and discusses booking logistics, and event options across the organization.
- Prepares accurate and timely proposals for clients, including sound price estimating.
- Manages all contract preparation, negotiation and generation of initial event order documents for booking business.
- Responsible for providing accurate revenue information to accounting as well as issuing deposit and settlement invoice and collecting necessary funds from clients.
- Serves as key point-of-contact for various event and industry partners for the purpose of upstanding community relations and business building.
- Resolves customer complaints and assists with monitoring the quality of customer service operations
- Regular and reliable attendance, including some evenings and weekends.
- Perform other duties as assigned.



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Education and/or Experience: Bachelor's Degree preferred or equivalent experience; 3-5 years of venue sales experience.

Other Qualifications:

- Ability to act as a brand ambassador of the Heritage Foundation and its divisions and demonstrate confidence in knowledge of the history, brand values, vision, and direction.
- Outstanding negotiating ability
- Substantial portfolio of successful event sales and industry client contacts
- Strong self-starter with impeccable problem-solving abilities.
- Must be a hands-on, "roll up your sleeves" team player.
- Outstanding leadership skills and ability to lead and manage cross-functional teams. Ability to work seamlessly with team members at all levels.
- Strong verbal and written communication skills required.
- 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.
- Must be detail oriented and organized with the ability to perform duties under pressure, prioritize workload, and timely meet deadlines.
- Ability to work irregular hours and weekends.

If you are interested in this exciting opportunity, please send your resume and cover letter (including salary requirements) to mhershey@williamsonheritage.org. No phone calls, please.

ABOUT THE HERITAGE FOUNDATION OF WILLIAMSON COUNTY

Since 1967, the Heritage Foundation of Williamson County has been dedicated to preserving Williamson County's architectural, geographic, and cultural heritage as well as promoting the ongoing revitalization of downtown Franklin in the context of historic preservation. Notable projects include The Franklin Theatre, Roper's Knob, parts of the Franklin battlefield and the Old, Old Jail. The Foundation brings county history to about 3,000 school children each year through the Heritage Classroom program as well as walking tours of downtown Franklin. Events and festivals produced by the Heritage Foundation such as Main Street Festival, the Heritage Ball, Pumpkinfest and Dickens of a Christmas bring hundreds of thousands of locals and visitors to downtown Franklin each year. The Heritage Foundation is the parent organization of four divisions, The Franklin Theatre, the Downtown Franklin Association, the organization's current adaptive reuse project, Franklin Grove Estate & Gardens, and its newest division, the History & Culture Center of Williamson County. For more information about the Heritage Foundation, visit www.williamsonheritage.org.