



EVENTS SALES COORDINATOR

Villa Charities Inc.

Full-time

Villa Charities Inc. is a registered charity and non-profit organization that enriches lives through experiences and services that honour Italian culture and heritage. For almost 50 years across the GTA, Villa Charities has been a destination for the Italian Canadian community in Toronto, the leader of the Italian cultural experience and the pillar for those who need support and care.

Villa Charities offers educational and cultural programs in music, dance, visual arts, culinary arts, athletics, and more, as well as providing culturally sensitive long-term care and housing for seniors.

Job Summary

The Event Sales Coordinator is responsible for soliciting event sales and sustaining relationships with clients to achieve performance targets. He/she must have a strong knowledge of events (i.e., weddings, social and corporate events) and understand the importance of prospecting to create new sales opportunities for Villa Charities. He/she is also responsible for client site tours, booking events and working in partnership with Food Dudes, our exclusive caterer to ensure customer satisfaction while maintaining successful operations and service levels.

Key job accountabilities include but are not limited to:

Sales

- Manage the master event and venue rental calendar to maximize utilization.
- Act as the first point of contact for all event and venue rental clients and provide preliminary details regarding availability, pricing, logistics, contracts etc.
- Responsible for booking all onsite events and venue rentals.
- Responsible for taking initial deposit for room rental price only and collecting final payment.
- Responsible for introducing clients to Food Dudes for all F&B and event specific needs and for liaising with other external vendors to ensure a successful event.
- Conduct audit of the campus and identify rental space for private functions including corporate, social, and other third-party space requirements.
- Drive new and repeat business through a variety of solicitation strategies (lead follow up, telemarketing, direct mail, referrals, internet prospecting, social media, etc.)
- Develop annual budgets.
- Prepare monthly sales reports.

Event Management

- Maintain and update the client database.
- Promptly respond to and follow-up on client inquiries.

- Develop strong client relationships through appropriate client communication and the use of professional, courteous, and ethical interpersonal interactions.
- Work directly with Food Dudes for all F&B and maintain a positive, collaborative relationship to ensure a smooth transition for clients once event has been secured.
- Communicate professionally and effectively (written and verbal) with clients, vendors, stakeholders, and staff.

WHAT YOU NEED TO SUCCEED:

- At least 3 years of progressive experience in a catering or a related field; or a 2-year college degree and 3 or more years of related experience.
- Strong organisation skills
- Excellent communication skills
- Previous sales or hospitality experience preferred.
- Always maintain a warm and friendly demeanor.
- Must be able to effectively communicate both verbally and written, in an attentive, friendly, courteous, and service oriented manner.
- Must be effective at listening to, understanding, and clarifying requests and concerns raised by clients.
- Must be able to multitask and prioritize departmental functions to meet deadlines.

COMPENSATION AND OTHER BENEFITS:

Villa Charities Inc. offers a competitive salary and a comprehensive benefits package including a free gym/health club membership (on-campus), and much more.

If you are interested in an opportunity to make a difference and a lasting impact, work with an agile, collaborative, progressive, and high-performing team; **please forward your resume and cover letter to:** Human Resources by email to: careers@villacharities.com.

****With the current COVID-19 government restrictions, we are currently working remotely.**

We thank all applicants for their interest. Only those selected for an interview will be contacted.

In accordance with the Ontario Human Rights Code, Accessibility for Ontarians with Disabilities Act and Villa Charities' policies, a request for accommodation will be accepted as part of Villa Charities' hiring process. To avoid any delays in the recruitment process, if you require accommodation to apply or if selected to participate in an assessment process, you must provide your accommodation needs in advance. You may also be required to submit adequate medical/other documentation to Human Resources to support your request for accommodation.