



JOB DESCRIPTION

Job Title: Director of Sales
FLSA: Exempt
Reports to: CEO

Department: Sales
Status: Full Time

Position Summary

The **Director of Sales** will oversee the management and business development of the Sales Department. Assist with growth opportunities and maintain and build valued partnerships with clients, vendors and venues. A self-motivated professional with proven managerial experience and an outstanding track record in sales. This position will manage our team of Event Designers and producers and report directly to the CEO.

Other responsibilities include, but not limited to:

RESPONSIBILITIES

- Works closely with Ridgewells operating partners to design, develop and execute aggressive and attainable sales plans and forecasts.
- Ensures effective communication between sales and all other functions within the organization on all initiatives.
- Partners with the CEO to develop and execute strategic plans to achieve sales targets.
- Monitors the establishment, development and enhancement of customer relationships.
- Mentors Event Designers in order to achieve a targeted level of profitability.
- Leads, encourages and inspires sales ideas, teaches sales techniques and expands knowledge.
- Develops and promotes weekly, monthly and quarterly sales objectives.
- Creates and communicates sales goals and ensures C-level executives are informed on the progress of those goals.
- Implements Sales Department processes and procedures to establish a solid infrastructure for growth.
- Understands industry-specific trends and landscapes.
- Interacts effectively with all departments within the company to ensure client satisfaction and a positive work environment.
- Partners with marketing to develop both short and long range plans that support and grows both the brand and the product.
- Works closely with Culinary in the development of quality, creative and timely presentations, tastings and proposals.
- Manages and leads support and administrative positions related to Sales functions.
- Understands the overall social market, competitor's strengths and weaknesses, economic trends, supply and demand, and how to sell against them.
- Participates in local networking organizations, community and industry events while representing Ridgewells Catering.



QUALIFICATIONS:

- Bachelor's Degree in a relevant field such as Business Administration or Hospitality.
- Minimum of seven years of off-site catering/food service sales experience, including a minimum of five years managing a sales team.
- Proven track record in social catering.
- Excellent written and verbal communications skills.
- Proven ability to drive the sales process from start to finish.
- Excellent listening, negotiation and presentation skills.
- Knowledge of how to develop client-focused, differentiated and achievable solutions.
- Capacity to manage various projects, work to tight deadlines and ability to work under pressure.
- Proficient experience with Microsoft Office.
- Ability to learn computer and web-based applications.
- Flexibility with schedule based on needs of the clients.
- Ability to preserve confidentiality, and be able to work in a team environment.
- Exceptional time management and organizational skills.

Physical Demands:

Possesses the ability to fulfill any and all office activities normally expected in an office setting, to include but not limited to: remaining seated for periods of time to perform computer entry, participating in filing activity, lifting and carrying office supplies (paper reams, mail, etc.)

Must occasionally lift and/or move up to 20-25 pounds. At times, may require more than 40 hours per week to perform the essential duties of the position. Fine hand manipulation (keyboarding).

Founded as a family business in 1928. The social gathering is our stock-in-trade, and Ridgewells has always been a trendsetter. Our visionary team is in the business of making memories, building relationships, and most of all, creating beautiful celebrations. We set the bar on the Washington D.C. social scene over 90 years ago, and with every event, we work hard to raise it. To us, special events are about joy, artistry, and creative possibility. Whether it an intimate gathering or an elegant gala - corporate, weddings, celebrations and major events; our passion for celebration shines on and on. The secret recipe for our success is this: Take three main ingredients: people, quality and service. Season with integrity. Flavor with close attention and innovation. Ensure freshness. Serve up with a flourish

How to Apply: Please put "Director of Sales" in the subject field of email.

E-mail: HR@ridgewells.com