



## **Event Sales Manager/Marketing Coordinator**

Edson Hill is a top rated Stowe boutique hotel set on 38 acres of rolling hillside with quintessential Vermont views overlooking our property and reaching the Green Mountains and beyond. A beloved setting for staff and guests alike, our committed team has earned a Certificate of Excellence Award from Tripadvisor the past three years. We love our work and are looking for individuals with similar passion and work ethic to join our team.

**Specifically, we are seeking an Event Sales Manager/Marketing Coordinator to lead our strategic efforts in assisting revenue generation through events, strategic sales efforts and an established marketing program.**

### **Duties and Responsibilities:**

Work closely with Senior Management team to understand the vision and establish sales goals necessary for Edson Hill to attain revenue and growth milestones.

- Establish three pronged sales and marketing strategy:
  - Weddings – Meet goal of 6-8 weddings with revenue goals
  - Smaller F&B events, corporate and social outings and room blocks
  - Marketing plan – Internet, social, print, email, goodwill, donations and other campaigns to targeted markets and locals.
- Attend strategic meetings to help drive the future expansion and development objectives of the Edson Hill Ownership and Senior Team.
- Involvement in entire sales process from qualifying and contracting to all planning and day-of execution through to appropriate hand off during the event.
- Execution of sales tactics including office work, sales calls, property tours, networking events, trade shows and strategic partnerships.
- Manage work week between Edson Hill property tours, office work and client visits. Flexible scheduling with home office work acceptable.
- Manage time between Sales efforts and execution of marketing plan.
- Weekly meetings with management team to update sales process, prospects and funnel, uncover needs, discuss objections, BEOs and planning.