



LOCATION: Hard Rock Cafe
POSITION TITLE: Sales & Marketing Coordinator
REPORTS TO: Department Manager and/or General Manager
DIRECT REPORTS: None
DATE CREATED: 7/30/2015
FLSA STATUS: Salaried - Overtime Exempt

POSITION SUMMARY

To provide support for the Cafe Sales & Marketing team while taking ownership of specific initiatives that will assist in driving sales.

PRIMARY RESPONSIBILITIES

- Write and negotiate sales and marketing contracts according to Corporate procedures.
- Delphi Administration - Primary responsibility for all input and reporting functions for Delphi.
- Assembling of the Cafe Event Calendar and Brand Calendar.
- Reporting of weekly Occupancy Reporting Programs by working with local hotel Concierge.
- Communication and follow up with Group Travel Planners and marketing partners.
- Administration of package programs.
- Ensure receipt of payment from client by following Corporate procedures.
- Maintenance of sales and marketing tools and equipment (banners, linens, skirting, etc.).
- Updating of "cafe" website to be communicated with Support Center On-Line Marketing team.
- Partnering with Sales & Marketing Manager in the prospecting calls to Corporate accounts, convention/meeting organizers and previous bookings.
- Assist in execution and attend buyouts, functions, and designated parties to provide support, ensure guest satisfaction, and promote future business.
- Attend trade-shows as approved by cafe budget and Corporate Sales and Marketing departments.
- Liaise between Support Center Sales & Marketing departments and the cafe.
- Work with SM, GM, and KM to ensure that contract/menu is executable.
- Attend meetings with S&M Manager as requested to communicate events/functions to management team and/or staff.
- Coordinate operations between departments.
- Attend client functions marketing events and designated parties to provide support and representation of the department.
- Know, understand, and practice (with energy and enthusiasm) the mission, values, mottos, culture and spirit that make Hard Rock unique.
- Work as a team, helping all departments to complete the required activities or projects that ensure we achieve successful events or outcomes reflecting the brand.
- Maintain high morale.



- Operate ethically to protect the image of Hard Rock.
- Utilize programs designed to help Save the Planet.

This job description reflects the position's essential functions; it does not encompass all of the tasks that may be assigned.

REQUIREMENTS

EXPERIENCE, EDUCATION, AND CERTIFICATIONS

- Some college coursework completion.

SKILLS

- Presentation of a professional image to guests, clients, and potential function coordinators.
- Composure during stressful events.
- Possession of a take charge attitude tempered with diplomacy.
- Ability to work independently while ensuring that managers and/or clients possess the pertinent information for the execution of a successful event.
- Must possess strong communication and listening skills, excellent reading and writing.
- Comprehend professional language, either written or spoken, to communicate.
- Ability to effectively present information in one-on-one and small group situations to other employees of the organization.
- Multiple language abilities a plus, fluency in English required.

PHYSICAL DEMANDS

- Employees are expected to be able to perform the job functions with reasonable accommodation.

ADDITIONAL REQUIREMENTS

- N/A



GENERAL SIGN OFF

The employee is expected to adhere to all company policies and to act as a role model.

I have read and understand this job description.

Signature: _____

Date: _____