

Director of Sales & Event Management

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Chartered by the state of Georgia in 1785, the University of Georgia is the birthplace of public higher education in America and is the state's flagship university (<https://www.uga.edu/>). The proof is in our more than 240 years of academic and professional achievements and our continual commitment to higher education. UGA is currently ranked among the top 20 public universities in U.S. News & World Report. The University's main campus is located in Athens, approximately 65 miles northeast of Atlanta, with extended campuses in Atlanta, Griffin, Gwinnett, and Tifton. UGA employs approximately 3,100 faculty and more than 7,700 full-time staff. The University's enrollment exceeds 41,000 students including over 31,000 undergraduates and over 10,000 graduate and professional students. Academic programs reside in 19 schools and colleges, including our newly established School of Medicine.

For more than 60 years, the University of Georgia Center for Continuing Education & Hotel has served as a leader in professional education and hospitality at UGA. The Georgia Center offers on-site accommodations, versatile conference and event spaces, and exceptional dining while providing a wide range of non-credit continuing education opportunities.

The Georgia Center for Continuing Education & Hotel is seeking a dynamic and experienced Director of Sales & Event Management to lead the Sales, Event Coordination, and Event Services teams. The ideal candidate will be a strategic thinker, a strong leader, and a results-oriented individual with deep experience in sales, event management, and financial oversight.

Responsibilities

- Provide leadership and strategic direction for the SEM division at the Georgia Center.
- Set departmental goals and objectives, aligned with organizational goals.
- Supervise and evaluate the performance of leaders in the Sales, Event Coordination, and Event Services departments.
- Define performance expectations, ensure accountability, and provide ongoing informal feedback, coaching, mentoring, and conflict resolution.
- Develop and foster supportive working relationships within the team and across departments, motivating and engaging staff to achieve divisional goals.

- Oversee departmental budgets, set priorities, and monitor financial impact of events.
- Efficiently coordinate events and services as outlined in event agreements, adhering to Georgia Center standards and processes.
- Develop and implement sales strategies to achieve revenue goals and maximize profits.
- Lead the strategic development, evaluation, and enhancement of the Georgia Center's internship program, ensuring it aligns with the mission and goals of the Center and the College of Agricultural and Environmental Sciences' Hospitality and Food Industry Management program.

Qualifications

- A degree from an accredited university in hospitality, business or a related field preferred in order to receive full consideration
- Experience in event planning and sales in a continuing education environment
- Extensive knowledge of and experience in hospitality sales and event coordination, including a general understanding of audiovisual technology – Certified Meeting Professional designation is preferred
- Experience with planning and budget management and supervision of an organization that is self-supported
- Experience developing and implementing strategic plans
- Experience managing marketing and promotional activities
- Strong written, oral and interpersonal communication skills
- Ability to foster partnerships among academic, community and other stakeholders
- Demonstrated commitment to the professional development of staff
- Demonstrated experience to work independently as well as in a collaborative manner, with employee groups, constituents and/or community members
- Commitment to providing excellent customer service