



McNamara Alumni Center

University of Minnesota

200 Oak Street S.E.
Minneapolis, MN 55455-2002
612-624-9831

www.mac-events.org

JOB DESCRIPTION – SALES & MARKETING COORDINATOR

UNIVERSITY GATEWAY CORPORATION

MCNAMARA ALUMNI CENTER

Posting Date: 11.25.24

BACKGROUND

The Sales & Marketing Coordinator position is responsible for booking events in the 10-room McNamara Alumni Center located on the University of Minnesota Twin Cities campus. This position is part of a 16-member team that manages this award-winning office building and busy event center. All are employees of University Gateway Corporation (UGC), a unique partnership of the University of Minnesota Foundation and University of Minnesota Alumni Association.

ESSENTIAL DUTIES & RESPONSIBILITIES:

Sales Coordination and Reservation Intake

- Support the sales manager to place event dates on hold and help convert inquiries to bookings. Manage incoming venue inquiries from University departments, external (non-University) clients and wedding couples received through McNamara's website, email, phone, and online listings
- Serve as first on phones for the main events phone line and respond to general inquiries within 24 hours
- Prepare timely quotes that include custom floorplans paired with food/beverage estimates provided by D'Amico Catering
- Schedule and conduct tours of the venue for prospective clients
- Apply pricing and prepare and distribute event contracts and confirmations to team members
- Manage contract/deposit collection and monitor booking calendar with specific attention to 1-week holds; follow-up accordingly
- Anticipate annual events and initiate calls to clients to secure future dates and generate repeat business

Marketing Support to Identify and Secure New Event Clients

- Support the marketing & communications director in helping brainstorm marketing strategies and promotions for McNamara's event business
- Write social media content for Facebook, Instagram and LinkedIn accounts and manage engagement
- Manage McNamara's 10-15 online industry listings; update with new content, photos and promotions; research new opportunities
- Monitor and manage responses to online customer reviews
- Help plan and coordinate sales events that bring prospective clients to McNamara (wedding open houses, corporate planner lunches)
- Perform market research and collect data on target audiences to add to McNamara's prospective client database, generate mailing lists for email marketing, etc.
- Attend tradeshow, wedding fairs and industry events on behalf of McNamara, staffing our booth and generating leads

Account Receivables and Reporting

- Monitor weekly credit card reports and send to accounting department for data entry
- Code and file payment receipts that are returned from accounting department
- Assist in tracking sales data for month-end sales reports, budgeting and Board reports

Perform other duties as assigned.

SCHEDULE

This is a full-time, 40-hour a week hourly position. The sales coordinator generally follows the office hours of 8:30am – 5:00pm but tours and industry tradeshows may be requested after 5pm or on an occasional Saturday. The current policy allows for remote work during slow event cycles at the discretion of UGC management.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and EXPERIENCE/SKILLS

Required: Degree from a 4-year college. Superior writing skills, positivity, demonstrated success with social media campaigns (promoting an event, project or program), patience amidst numerous daily interruptions

Preferred: CMP certification, EMS booking software, Social Tables floorplan software and event experience a plus

PAY & BENEFITS

Commensurate with experience + parking + generous UGC benefits package. This includes accruing up to 20 days of PTO in the first year of employment plus holidays, health and medical benefits, 403(b) plan, cell phone reimbursement, paid parental leave, U of M Rec+Wellness Center membership and more.

Please note: Given the public facing nature of our employees, we encourage all to get and maintain their Covid-19 vaccinations.

TO APPLY

Please email: u-gateway@umn.edu

A cover letter, resume and 3 professional references are required.