



Position Description:

Business Development Manager

Scene75 Entertainment brands the largest indoor entertainment centers in the United States. Attractions include indoor go-karts, laser tag, blacklight miniature golf, virtual reality, bumper cars, 4-D theaters, inflatables, restaurants, full-service bars, and more. Through its core values of putting people first, sharing fun, creating lasting memories, and pursuing excellence, Scene75 was named the top family entertainment center in North America by the International Association of Amusement Parks and Attractions. Scene75 presently features locations in Dayton, Cincinnati, Cleveland, Pittsburgh and Columbus.

Reports to the General Manager

The Business Development Manager is responsible for managing and growing the sales department, including both its financial metrics and sales/party execution team, by performing the following duties, either personally or by delegating. We sell FUN!

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Management:

- *Recruits, hires, trains, coaches, evaluates performance, schedules, disciplining and terminates all sales & event staff.*
- *Exemplifies the company's core values*
- *Addresses and resolves all guest issues*
- *Ensures that goals are met or exceeded*
- *Ensures that all party/event programs & services exceed guests' expectations*
- *Attends weekly L10 meeting and leads a separate weekly sales meeting with KPI scorecard metrics*
- *Holds sales team accountable for birthday & group outreach, as well as corresponding sales*
- *Holds team accountable for quality of parties & events*
- *Understands, leads & teaches the entire event booking process*
- *Properly utilizes the CRM Zoho to handle customer leads*

Marketing:

- *Assists decision making on any structural changes to party packages*
- *Works with Marketing to develop outreach plans to achieve sales goals*

Sales:

- *Assumes responsibility for sales numbers in party department, including groups & birthdays*
- *Oversees compilation of lists of prospective guests for use as sales leads, based on information from newspapers, business directories, LinkedIn, websites & more*
- *Makes warm & cold calls to build book of business*
- *Travels throughout area to call on regular & prospective guests to solicit programs, or talks with guests in person or by phone; attends networking programs*
- *Displays programs, using flyers & brochures*
- *Quotes prices & prepares sales contracts*
- *Schedules events & parties based on knowledge of availability*
- *Prepares reports as required*
- *Keeps activities & literature up to date*
- *Completes weekly financial & L10 reports*
- *Develops & oversees programs to lead to sales opportunities, such as the Scene75 Birthday Club*



Education and or Experience:

- *Bachelor's degree from a four-year college or university; or at least four years of related experience and/or training; or equivalent combination of education & experience. Ability to demonstrate a history of sales growth leading a high performing sales team*

Computer skills:

- *Working knowledge of the internet, Microsoft Office, and a willingness to learn new software platforms such as Party Center Software, Embed & Zoho*

Language skills:

- *Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations.*
- *Ability to write reports, business correspondence, procedure manuals*
- *Ability to effectively present information and respond to questions from groups of managers, clients, guests, & the public*

Mathematical skills:

- *Ability to calculate figures amounts such as discount, interest, commissions, proportions, percentages, area, circumference, volume*

Reasoning Ability:

- *Ability to solve practical problems deal with a variety of concrete variables in situations where only limited standardization exists*
- *Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form*

Physical Demands:

- *The physical demands described here are representative of those that must be met by an employee to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to walk around the center. The sales manager is required to talk and listen to guests.*