

VENUE SALES COORDINATOR

Read the job description below and apply at lostrivercave.org/employment



Position Summary

The Venue Sales Coordinator is responsible for venue sales, venue bookings, day-of venue operations and client relationships. The position also supports other aspects of the organization including, but not limited to, park events and operational activities for Lost River Cave. This position generates revenue by promoting venue spaces, developing client relationships, conducting site tours, managing reservations and contracts, and coordinating with internal departments to ensure successful events and exceptional guest experiences.

Lost River Cave provides venue and rental services but **does not provide event-planning services**. The Venue Sales Coordinator explains venue options, policies, contracts, services, and rental requirements but does not plan events on behalf of clients.

This is a full-time, salaried position requiring flexibility to work some evenings, weekends, holidays, and after-hours events, as needed. Benefits include paid vacation and the opportunity to participate in health insurance and a retirement savings plan.

Essential Duties and Responsibilities

Sales, Business Development & Contracts

- Develop and implement sales strategies to increase venue, group, corporate, organizational, community, and private rental revenue.
- Identify and pursue new business, respond to inquiries and RFPs, and promote available venues, primarily the Cavern Nite Club, River Birch Room, and Nature Discovery Pavilion.
- Collaborate with the team to develop, establish, and implement an Elopement Package, including package offerings, pricing, procedures, and marketing strategies
- Continue expanding and maintaining the already established photography permit program to ensure it remains accessible, efficient, and responsive to the needs of photographers, while supporting the responsible use and protection of public spaces.
- Conduct in-person and virtual site tours and present venue options, services, policies, and rental requirements.
- Build and maintain professional relationships with clients, vendors, community organizations, and business partners.
- Serve as the primary liaison between clients, vendors, and Lost River Cave staff throughout the sales and contracting process.
- Identify opportunities to increase revenue, expand business, improve client retention, and maximize facility use.

- Monitor competitor pricing, services, and facilities to support sales strategies.
- Manage reservations, contracts, signatures, insurance documentation, payments, reminders, and approved refunds.
- Explain and administer contracts, policies, and rental requirements while ensuring compliance.
- Negotiate requests within established guidelines and obtain leadership approval for exceptions.
- Maintain accurate sales leads, client records, contracts, schedules, billing information, and communications.
- Prepare sales, revenue, and operational reports for leadership.
- Prepare for and present off-site marketing events, including but not limited to bridal shows, radio appearances, television appearances, community events, trade shows, and other promotional opportunities. Duties may require travel outside the immediate area. When applicable, mileage, lodging, and other approved travel-related expenses will be reimbursed in accordance with established organizational policies.

Event & Venue Operations

- Oversee event and rental operations for the Cave, Pavilion, and River Birch Room, including scheduling, setup coordination, event-day operations, post-event activities, and cleaning operations.
- Coordinate public events and private rentals with management and other departments.
- Maintain accurate event calendars and identify scheduling conflicts involving venues, staff, equipment, tours, and park activities.
- Coordinate event setups, equipment, facilities, and services to ensure readiness.
- Monitor events, address client concerns, troubleshoot issues, and respond to unexpected circumstances.
- Provide on-call and after-hours support, as needed
- Regularly review the appearance, cleanliness, safety, and overall readiness of the park and its facilities. Identify any maintenance, repair, or presentation issues that need to be addressed and communicate them promptly with the maintenance team. Work collaboratively with maintenance staff to prioritize needed corrections and ensure that identified issues are resolved in a timely manner to maintain the park's appearance and readiness for visitors and events.

Staff & Facility Operations

- Schedule, lead, train, and oversee seasonal event staff.
- Ensure appropriate staffing, customer service, safety, and compliance with park and venue policies.
- Adjust staffing assignments based on event needs, attendance, and operational requirements.
- Ensure rental venues are clean, safe, functional, and event-ready.
- Communicate facility, equipment, repair, and maintenance needs to the appropriate staff.
- Ensure event equipment is available, maintained, and in working order.
- Recommend facility and equipment improvements that enhance guest experiences, efficiency, and revenue potential.

Customer Service & Continuous Improvement

- Provide professional, welcoming service to clients, vendors, staff, partners, and guests.
- Anticipate problems and develop practical solutions.
- Gather and use feedback to improve events, rentals, facilities, and guest experiences.
- Identify opportunities to improve processes, service delivery, and operational efficiency.
- Represent Lost River Cave professionally and positively.
- Perform other duties as assigned.

Work Environment & Schedule

The Venue Sales Coordinator works in a dynamic park, tourism, hospitality, and event environment and regularly interacts with clients, guests, vendors, staff, community partners, and the public.

Work may occur in offices, outdoor areas, event venues, cave environments, park facilities, and locations associated with public and private events.

The position requires flexibility to work evenings, weekends, holidays, and after-hours events. The coordinator balances sales and revenue responsibilities with contract administration, event operations, staff coordination, customer service, marketing, and general park operations.

Qualifications

The successful candidate should have:

- Knowledge of sales, customer service, hospitality, event management, venue operations, and business practices.
- Strong communication, presentation, interpersonal, negotiation, and relationship-building skills.
- Proven ability to develop client relationships, generate sales, and identify revenue opportunities.
- Excellent organization and attention to detail with the ability to manage multiple events, contracts, schedules, and deadlines.
- Strong problem-solving, decision-making, troubleshooting, and judgment skills.
- Ability to work independently, prioritize competing demands, and seek appropriate approval when needed.
- Ability to administer contracts and maintain accurate financial, sales, scheduling, and operational records.
- Strong written and verbal communication skills.
- Ability to lead, train, schedule, and supervise seasonal event staff.
- Professional appearance, demeanor, and conduct.
- Flexibility to work evenings, weekends, holidays, and after-hours events.
- Proficiency with, or ability to learn, QuickBooks, Microsoft Word, Microsoft Excel, Microsoft Forms, Canva, and FareHarbor, etc.

Education & Experience

- Bachelor's degree in hospitality management, event management, communications, tourism, business, or a related field preferred; or three years of professional experience in sales, hospitality, event management, customer service, tourism, venue operations, or a related field.
- Supervisory or seasonal staff management experience preferred.

Equivalent combinations of education and experience may be considered in lieu of the stated minimum qualifications.

Employment Details

Salary: \$45,000

Reports To: Chief Executive Officer

Job Type: Full-time, salaried position; 40 hours per week, with occasional evening, weekend, holiday, and after-hours work as required by business and event needs.

Benefits:

- **Health Insurance:** Following the employee's successful 90-day performance review, the employee may elect to enroll in the company's Health Insurance Program.
- **Dental and Vision Insurance:** Following the employee's successful 90-day performance review, the employee may elect to enroll in the company's dental and vision programs.
- **Retirement Plan:** After 12 months of employment, employees may elect to participate in the company's pre-tax Retirement Plan. The company will match employee contributions up to 3% of the employee's eligible compensation.
- **Paid Holidays:** The company observes the following paid holidays: New Year's Day, Memorial Day, Independence Day (July 4), Labor Day, Thanksgiving Day, and Christmas Day. Employees may be required to work on Memorial Day, Independence Day, or Labor Day as part of the team's holiday coverage schedule. If an employee is required to work on an observed paid holiday, equivalent paid flex time will be provided.
- **Paid Time Off (PTO):**
 - **Vacation:** Following the employee's successful 90-day performance review, the employee is eligible for paid vacation based on length of service:
 - First year of employment: 40 hours
 - Years 2–4 of employment: 80 hours per year
 - Beginning in Year 5: 120 hours per year
 - **Sick Time:** Following the employee's successful 90-day performance review, the employee is eligible for up to 40 hours of sick time per year. Sick time is intended to provide a safety net when an employee is unable to work due to illness, injury, medical care, or another qualifying health-related need.
- **Employee Discount:** Employee discount at the company gift shop.
- **National Caves Association Benefits:** Eligibility for a National Caves Association Employee Reciprocal Benefits Card.