



Tolowa Dee-ni' Nation/Lucky 7 Casino Enterprises

Position Description



Title: Sales / Event Coordinator

Department: (44) Marketing

Class: Skilled

FLSA: Exempt

Status: Full Time

Annual Pay Rate: \$62,500 to \$80,000

Supervisor: Marketing Manager

Subordinates: None

Effective Date: T.C. Approved 9/10/2026

Position Summary:

The Sales / Event Coordinator is dedicated to performing the following duties and responsibilities in a timely and conscientious manner.

Essential Duties and Responsibilities:

- Coordinate with Food and Beverage for events.
- Continually research and identify markets and prospect targets.
- Proactively make direct contact with prospective customers.
- Administrate direct marketing and sales activities.
- Work with staff to review and edit creative work.
- Network and develop partnerships with local and regional target organizations.
- Respond to new business inquiries.
- Keep accurate records and provide regular reports to management.
- Event Administration to include working with a team. Delegating to the team properly and ensuring everyone has the tools required to successfully handle an event.
- Service clients with catering and banquet needs from the time of booking to the actual events. Receive final payment.
- Ensure that all definite functions are detailed accurately on Banquet Event Orders (BEO), distributed to designated departments on a timely basis.
- Obtain client requirements to execute catering contract.
- Obtain necessary deposits, payments and signatures on all contracts.
- Check the availability of banquet space as well as effectively booking the banquet facilities.
- Conduct tours of banquet facilities, guest rooms and other areas of the property.
- Order outside services for events.
- Attend required meetings to review daily event orders.
- Ensure client files are kept organized and current with all required information.
- Suggestively sell menus, which meet the client's needs and maximize revenues.
- Anticipate guests' needs, respond promptly and acknowledge all guests, however busy and at any time of day.
- Be familiar with all Casino / Hotel services/features and local attractions/activities to respond to guest inquiries accurately.
- Maintain knowledge of all Hotel services/features and hours of operation.
- Maintain complete knowledge in the use of all office equipment, computer and manual systems.
- Make telephone calls to specified individuals as requested by Management.
- Establish and maintain filing system procedures; prepare new client files.

- Type correspondence, memos, BEOs, Daily Event Sheet, Daily Change Sheet, 10-Day Forecast and reports assigned and distributed according to Casino standards.
- Process all changes to BEOs as given by the Manager, and/or Managers on a timely basis.
- Attend designated meetings.
- Maintain confidentiality and security of specified Casino and Hotel information, correspondence, reports and files.
- Prepare purchase orders for all necessary billing.
- Coordinate with Lucky 7 Casino management for participation in events through meetings/Event Scheduler.
- Maintain records of all vendors and contractors such as entertainers, agencies and sound companies for events.
- Operate within budget guidelines.
- Temporary or permanent duties and responsibilities may be added to or modified as deemed necessary.

Minimum Qualifications:

- Excellent oral, communication and public relations skills.
- Energetic, creative and professional appearance with an outgoing personality.
- Excellent customer service skills.
- Ability and willingness to work flexible shifts, to be present for and during all events/entertainment. Broad variety of tasks and deadlines often require an irregular work schedule.
- Ability to work diplomatically with all levels of management.
- Leadership skills include the ability to delegate to a team properly, making sure everyone has what they need to do their job successfully.
- Possess the ability to logistically ensure everything in an event, from seating to entertainment is set up in a practical and useful manner for the guests.
- The ability to keep costs within the allocated budget. Create accurate reports.
- Ability to work in a fast-paced environment.
- Self-starter, multi-tasked and deadline oriented, requiring minimum supervision.
- High school diploma or equivalency (GED).
- 1-3 years' experience working in high volume company or industry of hospitality with media, advertising, and public relations.
- 1-3 years' working experience in marketing, sales and/or advertising.
- 1-3 years' experience in customer service.
- Casino background or knowledge of casino games and operations preferred
- Working knowledge of Windows, Word and Excel.
- Must submit to and pass a pre-employment drug and alcohol screen.
- Basic knowledge of the area and Tolowa Dee-ni' Nation preferred.
- Qualified American Indian Preference applies.

Language Skills:

Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence and produce manuals. Ability to effectively present information and

respond to questions from groups of managers, clients, customers and the general public.

Mathematical Skills:

Add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions and decimals. Ability to compute rate, ratio and percent. Ability to draw and interpret bar graphs. Ability to create pro-formas, post-formas and track expenses.

Reasoning Ability:

To solve practical problems and 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. Ability to negotiate acceptable terms with sales and entertainment representatives.

Certificates, Licenses, Registrations:

- Must be able to pass extensive background investigation for the issuance, and retention, of gaming license.
- Food Handler's Certification
- Responsible Beverage Service (RBS) Certification

Physical Demands:

While performing the duties of this job, the employee is occasionally required to sit, stand, reach with hands and arms, stoop, kneel, crouch, talk and hear. The employee must occasionally lift and/or move up to 30 pounds.

Vision Requirements:

- Close vision (clear vision at 20 inches or less).
- Color vision (ability to identify and distinguish colors).
- Depth perception (three-dimensional vision, ability to judge distances and spatial relationships).
- Ability to adjust focus (ability to adjust the eye to bring an object into sharp focus).

Work Environment:

The noise level in the work environment is usually moderate. Smoking is allowed in the Casino, so there is a minimum level of smoke in the atmosphere, at times worse than others.

Employee's Signature:

Date:

Supervisor's Signature:

Date: