

The Loveless Cafe is a popular restaurant with an abundant amount of history and a wonderful reputation in the Nashville area. Loveless Events encompasses on-site events and catering in both the Barn and the Harpeth Room, as well as off-site catering throughout the Nashville area, always providing a sophisticated Southern experience.

The Loveless Events team is seeking a full-time **Sales & Event Manager**.

Compensation: \$57,000-\$65,000 DOE + performance-based bonus opportunity

Benefits

- Medical, Dental & Vision: Available after 60 days of employment, effective the first of the following month. Available after 60 days of employment. Loveless currently offers Blue Cross Blue Shield medical coverage and pays 80% of the medical premium for employees and eligible family members. Dental and vision coverage are also available.
- Student Loan Reimbursement: Eligible after 60 days of employment, with \$75 per month contributed toward the principal balance of qualifying student loans.
- 401(k): Eligible after one year of employment with a 4% company match.
- Life Insurance: Company paid \$25,000 life insurance policy
- Technology: Company cell phone and laptop computer provided.
- Transportation: Company van available for applicable offsite travel, with mileage reimbursement provided for approved business use of a personal vehicle.

Job Description

The Sales & Event Manager is a sales focused role responsible for generating new business, managing the initial inquiry process, developing relationships throughout the Nashville event community, maintaining an active sales pipeline, and growing offsite catering revenue.

This position requires a proactive professional who is comfortable creating business rather than relying solely on incoming inquiries. The role includes researching prospective clients, building target account lists, conducting outbound sales activity, and developing relationships with corporate clients, planners, venues, DMCs, and referral partners.

The position also serves as a primary initial point of contact for incoming event inquiries, ensuring leads are entered, qualified, followed up on, and properly documented in the CRM within Total Party Planner (TPP). For offsite catering accounts, the Sales & Event Manager manages the sales and planning process from inquiry through event planning, with onsite client support as needed, while supporting the initial sales process for Barn inquiries before handoff to the appropriate Sales & Event Manager.

Candidates with experience as an Event Sales Manager, Catering Sales Manager, Venue Sales Manager, or in a similar hospitality sales role may be a strong fit for this position.

Responsibilities

Sales & Client Development:

- Proactively generate new business through personalized outreach, referrals, networking, and targeted prospecting.
- Build and maintain target account lists by customer segment and identify appropriate decision-makers.
- Develop new relationships with corporate clients, planners, venues, DMCs, and referral partners.
- Schedule and conduct sales calls, consultations, and introductory meetings to qualify opportunities and move prospective clients toward booking.
- Attend networking, hospitality, community, and industry events to generate qualified opportunities.
- Build and maintain an active sales pipeline through consistent prospecting, relationship development, and follow-up.
- Meet established expectations for sales activity, pipeline development, conversion, and booked revenue.
- Adjust prospecting efforts based on revenue goals, business needs, and market opportunities.

Inquiry Management & CRM:

- Monitor incoming inquiries and ensure leads are entered accurately and promptly into the TPP CRM.
- Maintain accurate client, contact, opportunity, pipeline, sales activity, and follow-up info within the TPP CRM.

- Document client communication, opportunity status, next steps, and follow-up dates to ensure active leads have a clear next action.
- Route inquiries to the appropriate Sales & Event Manager based on venue, event type, client relationship, and established internal processes.
- Ensure complete sales notes and client information are documented prior to internal handoff.
- Track lost opportunities and document reasons for lost business when applicable.
- Maintain accurate booked revenue and sales performance information to support reporting and forecasting.

On-Site Venue Sales:

- Serve as a primary initial sales contact for Barn inquiries.
- Qualify prospective Barn clients and gather information needed to move them through the initial sales process.
- Conduct initial Barn site visits with prospective clients, which may include Saturdays and evenings based on client availability.
- Transition booked Barn clients to the appropriate Sales & Event Manager for detailed planning and event management.
- Provide initial inquiry support for Harpeth Room events as needed and route qualified opportunities appropriately.

Offsite Catering Sales & Account Management:

- Manage assigned offsite accounts from initial inquiry through event planning, with onsite event support as needed.
- Conduct client consultations and offsite venue visits.
- Prepare proposals, contracts, and Banquet Event Orders (BEOs) using Total Party Planner.
- Coordinate event details including catering, rentals, timelines, setup requirements, and other applicable logistics.
- Maintain clear communication with clients, venues, vendors, kitchen, operations, and event staff throughout the planning process.
- Develop and maintain strong working relationships with venue contacts and event partners.
- Ensure event information is complete, accurate, and communicated effectively to internal teams.
- Send final invoices and follow up on outstanding payments for assigned offsite accounts.
- Participate in applicable BEO and internal event meetings to support successful execution of assigned events.

Event Execution:

- Attend offsite events as required to maintain firsthand knowledge of event execution, client expectations, venue logistics, and operational needs.
- Attend events at new offsite venues to understand access, loading, setup requirements, service flow, venue restrictions, and potential operational challenges.
- Work closely with Event Captains and operations teams to understand on-site challenges and apply those learnings to future sales and planning decisions.

General:

- Maintain a strong understanding of Loveless Events' venues, catering capabilities, menus, pricing, operational requirements, and service standards.
- Maintain current knowledge of the Nashville event market, including venues, planners, DMCs, competitors, and new business opportunities.
- Other duties as assigned by the General Manager of Events or Senior Sales & Event Manager.

Work Schedule & Expectations:

- Full-time, in-office position based at Loveless Events; not eligible for a regular remote-work schedule.
- Attendance at client meetings, venue site visits, property events, and networking events as scheduled.
- Attendance at offsite events is required as needed.
- Availability for evening and weekend work based on business needs.

Qualifications

- Bachelor's degree in Hospitality, Business, Sales, or a related field with 2+ years of relevant experience OR 4+ years of relevant professional experience.
- Proven experience in catering sales, event sales, hospitality sales, venue sales, or a related sales environment.
- Demonstrated experience with proactive outbound prospecting, new business development, and building qualified sales opportunities.
- Strong prior experience using a CRM platform to manage leads, contacts, sales activity, follow-up, opportunities, and pipeline.
- Strong understanding of the sales process from prospecting and qualification through proposal, follow-up, and close.
- Excellent oral, written, and interpersonal communication skills.
- Strong organizational and time-management skills with the ability to manage multiple priorities and maintain consistent follow-up.
- Proficiency with Microsoft Office or similar business applications.

Requirements

- Valid Tennessee Driver's License and reliable transportation.
- ABC Certification prior to or immediately after hire.
- Authorization to work in the United States.

Preferences

- Knowledge of catering, events, hospitality, or food and beverage operations.
- Experience with catering or event management software, including Total Party Planner (TPP).
- Existing knowledge of the Nashville event, hospitality, venue, planner, or DMC community.
- Knowledge of AV, décor, rentals, or event production is a plus.

Why Join our Company?

The Loveless Cafe is locally owned and operated in Nashville, which means that every purchase supports local jobs, causes, and community initiatives. Our company has been a part of the Nashville community for generations, and we do our best to give back at every opportunity. To demonstrate, we even have a dedicated Community Relations Specialist on-site! Transparent leadership, competitive benefits, and a safe, enjoyable work environment are key drivers in our company culture. We are committed to not only providing a great experience for our customers and community, but also an inclusive space to foster employee ambitions. Our commitment to these core values enables us to cultivate our employees' professional strengths and help each individual achieve their full potential.

The Loveless Cafe GP is an equal-opportunity employer and is committed to hiring and maintaining a capable and committed workforce. EOE/M/F/D/V