



Is Seeking an **Event Planning/Sales & Marketing Director**

Salary: \$30,000-\$40,000 a year (increase in salary based on reaching revenue goals)

Benefits: Employer Paid Health Benefits for employee, 2 Weeks of PTO

The Volunteer Princess is a luxury yacht located in downtown Knoxville. We offer a unique venue to the city of Knoxville, and we want customers to feel like they are VIP passengers every time they step on board.

Volunteer Princess Cruises is looking to hire a Full time Event Planning/Sales & Marketing Director to begin immediately. Applicant should be someone who is personable and can communicate effectively with potential guests as well as current VPC Staff. You must be comfortable working with existing clients and reaching out to new/different clients. The primary function of the above listed position is to promote the VPC brand to attract prospects, generate sales leads and thus revenues.

Minimum Requirements:

- Extremely flexible in scheduling and available to work some weekends
- Strong social skills and excellent customer service attitude
- Ability to coordinate multiple large scale events simultaneously
- Ability to prioritize multiple tasks & responsibilities
- Strong Computer skills & familiar with social media/marketing
- Excellent long range planning and daily organizational skills
- Excellent Communication Skills with ability to coach, train and motivate others
- Excellent Time Management Skills
- Positive, outgoing and easygoing attitude
- Maintain a professional appearance and persona

Essential Duties

- Manage individual events both from the office by answering phones/emails and on site for appointments/tours and actual events
- Seek out potential new customers/revenue avenues by performing weekly sales calls/visits to local business in an effort to grow revenues/promote events
- Coordinate Cruises by planning, directing & supervising flow of events & staff
- Cold calling and building upon current client relationships
- Work effectively in a fast paced environment, coping with stressful situations with patience and a positive outlook.
- Identifies/solves complaints & requests of the customers. Returns calls & emails in a timely fashion.
- Responsible for managing and executing all social media strategies
- Enjoys the challenge of effectively managing multiple tasks without sacrificing quality or attention to detail
- Handle all marketing opportunities for the Volunteer Princess

If interested, please fill out our Employee Application and send it to volunteercruises@bellsouth.net. Or 956 Volunteer Landing Lane Knoxville, TN 37915 with the attention of Nikki LeMasurier. Along with the application, please include a cover letter and your current resume. Thank you!