



GREAT WOLF RESORTS
DIRECTOR OF SALES & CATERING

Bloomington, MN



SearchWide Global

YOUR PARTNER IN GROWTH | Position Overview

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HISTORY OF GREAT WOLF RESORTS

In 1997, Great Wolf Resorts opened its first resort in Wisconsin Dells, WI. The 117-suite “Black Wolf Lodge” featured a first-of-its-kind 20,000-sq. ft. indoor water park. The indoor resort concept was a runaway success. Just two years later, we expanded to offer 309 suites and doubled the size of the indoor water park space. The resort, renamed Great Wolf Lodge, spurred a new industry trend. First-rate accommodations came together with outstanding family recreational activities, all under one roof. Resorts in Traverse City, MI and Sandusky, OH followed soon after.



On this strong foundation, Great Wolf Resorts began to expand our paw print. More lodges opened in major markets across the country. Each garnered rave reviews from families and industry watchers alike. The company earned respected travel awards along the way.



Today, Great Wolf Resorts operates North America’s largest family of indoor water park resorts. There are 18 locations across North America with plans for more. Our Midwest company now operates resorts from Southern California to New England.



Our story continues to unfold, with additional resorts currently under construction. We will soon add Great Wolf Lodge Arizona and Great Wolf Lodge Northern California. These are only the beginning as we look across the U.S. and beyond. Our international paw print will soon reach far beyond our resort in Niagara, Canada.

As we grow, we are now implementing a National Sales Force focused on driving group business (Association and Government) to each of the properties by strategic placing sales hunters in strategic customer facing markets.

OUR PORTFOLIO

[Bloomington, MN](#)

[Charlotte/Concord, NC](#)

[Cincinnati/Mason, OH](#)

[Colorado Springs, CO](#)

[Grand Mound, WA](#)

[Grapevine, TX](#)

[Gurnee, IL](#)

[Kansas City, KS](#)

[LaGrange, GA](#)

[New England/Boston, MA](#)

[Niagara Falls, Canada](#)

[Pocono Mountains, PA](#)

[Sandusky, OH](#)

[Southern California, CA](#)

[Traverse City, MI](#)

[Williamsburg, VA](#)

[Wisconsin Dells, WI](#)

For more information on the leadership and Great Wolf Resorts, click [here](#).

EXPLORE MINNESOTA

Minnesota offers an endless array of things to do on vacation. Outdoor pursuits include fishing and boating, great golf, and some of the country's best bike trails. Winter enthusiasts will find top-notch ski and snowmobile trails as well as downhill slopes. There are excellent museums of all types, and options for live theater abound. Numerous wineries and breweries are open for tours and tastings. And shopping is always nearby, including [Mall of America](#), the state's most-visited attraction.



POSITION OVERVIEW

As the Great Wolf **Director of Sales and Catering**, your focus is to manage and grow relationships in order to exceed guest satisfaction along with meeting revenue goals. Responsible for setting the revenue generating strategies for soliciting, booking, managing, and overseeing sales and conference service teams.

Essential Duties & Responsibilities

- Accomplishes sales objectives by recruiting, selecting, orienting, training, assigning, scheduling, coaching, counseling, and disciplining pack members; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation actions; enforcing policies and procedures
- Overall responsibility for total group revenue strategies, implementation and results; including group rooms, group food and beverage, meeting room rental, and other group revenues as assigned by the corporate director of sales
- Leverage Sales Team to execute on sales strategies to meet financial targets
- Meets financial objectives maximizing profitability for the lodge by forecasting requirements; preparing an annual performance budget; scheduling expenditures; analyzing variances
- Determines annual and gross-profit plans by forecasting and developing annual sales quotas for various market segments; projecting expected sales volume and revenue; analyzing trends and results; establishing pricing strategies; recommends rate strategies; monitoring costs, competition, and product demand
- Accomplishes sales objectives by planning, developing, implementing, and evaluating field sales action plans
- Sustains rapport with key accounts by making periodic visits; exploring specific needs; anticipating new opportunities
- Represent the lodge in resolving complaints from groups and group attendees, including but not limited to billing and reservations

Basic Qualifications & Skills

- Bachelor's degree in Sales, Communications, Marketing, Business or Hotel Management
- Minimum 5 years experience in sales, event planning, and/or catering
- Minimum 3 year supervisory/leadership experience in hospitality field
- Demonstrated proficiency in Microsoft Office Suite
- Successful completion of criminal background check and drug screen
- Successful completion of Department of Motor Vehicle check
- Professional communication skills both verbal and written

Desired Qualifications & Traits

- Significant customer service experience
- Strong problem solving and organizational skills
- Attention to detail and ability to exceed quality standards
- Enthusiastic and positive energy
- Multi-tasking ability

Physical Requirements

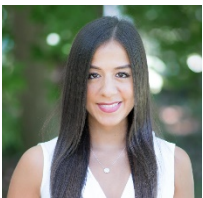
- Able to lift up to 20lbs
- Able to bend, stretch, and twist
- Able to stand or sit for long periods of time

About Great Wolf

Join our pack! Across North America, our Pack numbers are in the thousands, and we are growing as we expand our paw print - adding new lodges each year. Driven by our purpose to Bring Joy to Families, Great Wolf Pack Members act as one Pack to show we care, use our imaginations, and make it personal for our guests and each other every day. Great Wolf Lodge is a fun, safe and family-oriented environment where Pack Members have opportunities to improve every day and grow along with us!

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or national origin. Equal employment opportunity will be extended in all aspects of the employer-Pack Member relationship, including, but not limited to, recruitment, hiring, training, promotion, transfer, demotion, compensation, benefits, layoff, and termination. In addition, Great Wolf Lodge will make reasonable accommodations to known physical or mental limitations of an otherwise qualified applicant with a disability, unless the accommodation would impose an undue hardship on the operation of our business.

If interested in learning more about this great opportunity, please use the link below to apply or send your resume to the SearchWide Global Executive listed below.



Natalia Valdivia, Recruiter and Researcher | SearchWide Global

www.searchwideglobal.com | info@searchwideglobal.com

201-214-9927 (direct)

About SearchWide Global

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