



**Catering Sales & Events Coordinator
Job Description**

La Cocina (“The Kitchen”) is a 501(c)3 nonprofit, full-service, shared-use commercial kitchen (2,220 sq. ft.) and business incubator. The goal of La Cocina is to assist low-income entrepreneurs, primarily women, immigrants and people from communities of color, in becoming economically self-sufficient by providing: (1) a fully approved and equipped commercial kitchen they can use for the development and ongoing preparation of their business; (2) professional food industry technical assistance designed to improve their business operations, market penetration, profit, economic scale and sustainability; (3) access to new markets and (4) access to capital. You can learn more about the organization at www.lacocinasf.org.

LA COCINA’S MUNICIPAL MARKETPLACE, the country’s first women-led food hall, is located in the heart of San Francisco’s Tenderloin neighborhood. The La Cocina Municipal Marketplace is a 7,000 sq. ft. food hall with a commissary kitchen, located at 101 Hyde Street in the Tenderloin. Opened April 2021, the Municipal Marketplace is home to seven fast-casual restaurants operated by La Cocina incubator businesses. An additional kiosk space will feature rotating pop-ups and La Paloma’s Bars serves happy hour and late-night drinks. The Marketplace transforms into event space for corporate events, special occasions, and community activations.

VALUES | La Cocina was born out of a belief that a community of talented natural entrepreneurs, given the right resources, can create self-sufficient businesses that benefit themselves, their families, their community, and the whole city. The food that has come out of our kitchen since 2005 reflects that aspiration and, quite simply, tastes amazing. Our vision is that entrepreneurs gain financial security by doing what they love to do, creating an innovative, vibrant and inclusive economic landscape.

La Cocina is an Equal Opportunity Employer, committed to hiring a diverse workforce. All openings will be filled based on qualifications without regard to race, color, sex, sexual orientation, gender identity, national origin, marital status, veteran status, disability, age, religion or any other classification protected by law. Pursuant to the San Francisco Fair Chance Ordinance, we will consider for employment qualified applicants with arrest and conviction records.

Job Title	Catering Sales & Events Coordinator
Organization	La Cocina, Inc.
Location	101 Hyde Street, San Francisco CA 94102 and 2948 Folsom Street, San Francisco, CA 94110
Position Type	Full-Time, Exempt 40 weekly hours, including frequent nights and weekends at on and off-premise venues \$15.00 meal credit per workday onsite only Full-time equivalent medical, vision, dental, life insurance, 401k retirement with employer match, employee assistance program, pre-tax commuter benefit program, unlimited PTO
Salary	\$60,000-\$65,000, commensurate with experience
Team	Social Enterprise
Number of Positions	2
Reports to	Catering and Retail Manager

GENERAL STATEMENT OF JOB DESCRIPTION

The **Catering Sales and Events Coordinator** is a full-time, exempt position. Hours are variable, Monday through Friday, including frequent nights, weekends and seasonal peaks for on-site, day-of event requirements. This position works in-person and reports to the Catering and Retail Manager.

La Cocina's catering program supports La Cocina's food entrepreneurs in accessing sales opportunities and operational training to cultivate and grow their business, by connecting them to customers who are seeking catered food and event services. The Catering Sales and Event Coordinator is the primary point of contact between the customer and La Cocina's 40+ catering entrepreneurs, and coordinates all stages of the catering contract from the initial customer inquiry, to the proposal process and closing of a contract, and through to the conclusion of the catering service. This position will deliver hands-on coaching to La Cocina's caterers and will collaborate with the Incubator Program team to deliver industry-related expertise and technical assistance, such as with supporting the caterer in fine tuning their menus, pricing, and billing, and in successfully preparing and fulfilling their catering services to the customer. This position is responsible for contributing to La Cocina's food catering, bar and venue sales goals.

The ideal candidate is an energetic and self-motivated individual who is excellent at multitasking multiple events at a time, with a knack for details, and who is inspired by representing La Cocina's 40+ catering and retail entrepreneurs and genuinely committed to their growth and success. The Catering Sales and Events Coordinator has a strong catering and hospitality background, is skilled at upselling and negotiating the desired service for both the customer and the caterer, takes pride in delivering a memorable experience, and has the industry know-how to coordinate a range of event resources and logistics at event spaces in the Bay Area and on-premise at the La Cocina Municipal Marketplace.

As an intermediary between customers, vendors, and our La Cocina caterers, the role incorporates a mix of sales, coordination between multiple parties, and catering/event operations.

JOB DUTIES

Sales and CRM

- Meet and exceed sales goals of our food catering, La Paloma Bar and Marketplace venue revenue streams
- Upsell, negotiate and knowledgeably cross-promote La Cocina's products, services and La Cocina's 40+ caterers
- Manage and cultivate a catering customer list
- Execute campaigns that promote our catering offerings to existing and new customers
- Conduct outreach proactively to seasonal customers for peak-season events such as galas, holiday parties, weddings, etc.
- Leverage industry, community, vendor and venue partners to tap into new markets and catering customers
- Organize open houses and host tours of La Cocina's Marketplace to connect wedding and event planners with our venue

Coordination

- Coordinate and execute all La Cocina brokered-catering opportunities, such as with drop-offs to full service catering, cooking classes, bar packages, marketplace venue reservations and rentals both on and off-premise
- Respond to catering customer prospects promptly as distributed by the Customer Sales & Intake Specialist
- Build catering proposals and finalize all necessary catering services and logistics with attention to detail from start to finish
- Regularly communicate with the customer and La Cocina's caterers at every stage of the process to ensure needs are met
- Work closely with the Catering Manager to support La Cocina's caterers' readiness to fulfill the service, by coaching them through the catering fulfillment process and cultivating their approach and best practices to ensure a profitable outcome
- Oversee the Catering calendar for on and off-premise events and lead a weekly lineup meeting to ensure that caterers and team are informed and prepared to fulfill upcoming catering services
- Conduct marketplace and off-premise site visits, and consult with external clients and event planners to determine objectives and special requirements for events, such as securing rentals, timelines, insurance and permits
- Provide on-site support for catering and other events as needed, including staffing

- Work with La Cocina's program team to report and review a caterer's readiness and technical support needs and operational and sales performance; and collaborate on defining an improvement plan that assists the caterer in strengthening their product and services
- Finalize contract billing details on a weekly basis, ensuring that customers settle their balance; and review and approve the caterer's invoices to pay them for their rendered services.
- Work closely with the bookkeeper to accurately close out monthly reconciliation duties

General Expectations

- Communicate kindly and effectively with all staff, customers and caterers and our community
- Follow the organization's administrative and catering standard operating procedures, and use of Triple Seat catering platform and related systems
- Execute related administrative duties as it pertains to organization, filing, billing, impact data and sales performance reporting in a timely manner
- Maintain and cultivate an email list of customers and industry professionals
- Manage a marketplace catering and events calendar in collaboration with the AGM, Enterprise team and Community Manager to ensure reservations and proper support are in place
- Ensure all customer inquiries come through the lead form and are addressed in an efficient and customer-service oriented manner with proper time sensitivity
- Uphold account information with confidentiality
- Attend meetings and/or training as required by organization and catering team
- Perform other duties as assigned by manager (special guest requests, maintaining catering and event calendars, answering phones etc.)

OPTIMAL SKILLS AND QUALIFICATIONS

- Cultural competency and empathy required to work with diverse and BIPOC communities
- Bilingual in Spanish and English highly desired
- At least 4+ years of catering coordination, ideal with onsite execution experience
- Excellent communication skills both in written and verbal format
- Deep understanding of catering and food service industry principles such as generating resources, developing menu and pricing, negotiating and upselling, budgeting, managing a timeline and creative problem-solving
- Proven track record of increased catering sales
- Skilled to tap into a network of industry resources to build an ecosystem of partners and vendors needed to execute events optimally and cost-effectively
- Proficient in Triple Seat or other Catering Client Management system, Office, Salesforce and GSuite Services and general use of computer skills
- Strong interpersonal skills
- Highly detail-oriented, responsive and organized
- High level of competency with managing multiple catering contracts and coordinating multiple vendors at a time
- Creatively adapts to event changes to deliver the best outcome
- Self-motivated, strong communication skills, and able to collaborate in a team
- Patient, flexible and a good sense of humor
- Valid CA Driver's license with clean and safe driving record
- Able to speak passionately and articulately about our mission, our caterers and our products

Physical Demands and Work Environment

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

- Regularly required to talk or hear.
- Frequently required to use hands or fingers, handle, or feel objects, tools or controls.
- Frequently required to stand; walk; sit; reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl.

- Must occasionally lift and/or move up to 50 pounds.
- Specific vision abilities required include close vision, distance vision, color vision, peripheral vision, and the ability to adjust focus. The noise level in the work environment is usually loud.
- Depending on location and time of year, extreme high and low temperatures within the building will be experienced.
- Personal protective equipment may be required to be worn for specific duties.