

Garage B Sales Manager

Charles River Speedway / Event Space at Garage B

Opened in 2021, The Charles River Speedway (CRS), operated by the Architectural Heritage Foundation, is a vibrant, dynamic marketplace that is home to Notch Brewery, Tap Room, & Biergarten and a unique collection of independently operated retail, food, and drink concepts. Located on Western Avenue in Brighton, MA, CRS also includes a 250 person private events facility known as 'Event Space at Garage B' in the lower courtyard, and a separate, upper courtyard with a stage for additional community engagement.

We are seeking a creative and ambitious person to be our Garage B Sales Manager (SM). SM has three goals:

1. At Garage B, substantially and strategically grow durable year-over-year sales across a multi-channel sales platform
2. Create, market and deliver channel-specific event products, coordinated w/ related service providers (caterers, party rental facilities, planners), and where possible leveraging current CRS vendors
3. Identify and secure new lines of revenue, including for example preferred vendor referral fees, full service products, and other similar offerings

Candidate must have experience in:

- accomplishing strategic and significant year over year growth in top line revenue
- creating and executing a holistic sales strategy for Garage B across all channels (weddings, bar/ bat mitzvahs, corporate events, live music, markets etc.), where channel specific tactics may be very different
- active tracking of sales related data including leads, follow up feedback and sales target accomplishment, and be familiar with necessary refinements to impact outcomes
- strategies to include event packages and select vendor integration

What you'll bring:

- Strong leadership, relationship-building and communication (verbal and written) skills
- Must have management experience and be highly organized and timely
- Experience determining ROI regarding marketing strategies
- Goal oriented and flexible regarding task execution, with the ability to pivot when necessary
- Knowledge of Triple Seat, Microsoft Office, Google analytics, and online management platforms
- Knowledge of social media platforms (Instagram, Facebook, TikTok, YouTube, etc.)
- Committed to metrics based decision-making

What we offer:

- Part time position- position may expand as sales increases
- May work remote with some weekly meeting time required on site
- Hourly, with considerable commission related to meeting or exceeding specific sales goal.

Organization Overview:

AHF is a non-profit mission based developer and property manager focused on historic real estate. An AHF subsidiary, AHF Historic Property Manager, LLC is the property manager of The Speedway, which includes the event space at Garage B. AHF has extensive experience in all aspects of operating commercially tenanted historic buildings, including leasing, lease administration, and property maintenance.

Submit resume, letter of interest and any questions to jobs@ahfboston.com

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