

Brookland Baptist Church Vacancy Announcement

Job Title: General Manager, Banquet & Conference Center	Vacancy #:	Number of Vacancies: 1	Type of Position: <input checked="" type="checkbox"/> Full-time <input checked="" type="checkbox"/> Exempt/Salaried	Opening Date: 5/19/2026	Closing Date: Until Filled
Contact: For additional information, please contact: Elaine Brown Human Resources Director (803) 796-7525 ebrown@brookland.cc			Apply Online: www.Brooklandbaptist.org; Employment Opportunities Email or Mail your application package to: ebrown@brookland.cc Elaine Brown, Human Resources Director Brookland Baptist Church P. O. Box 2093 Columbia, SC 29202		

Position Overview:

The General Manager at The Brookland Banquet & Conference Center is responsible for the overall management and operation of the banquet and conference center. This role involves overseeing all departments, ensuring high standards of service and customer satisfaction, managing budgets, and developing strategic plans to drive business growth. The General Manager will lead a team of department heads and staff, fostering a collaborative and efficient work environment to achieve the center's goals. The General Manager reports to the Director of Operations.

Job Responsibilities:

1. Leadership and Management:

- Provide visionary leadership and direction to all department heads, including sales, marketing, operations, food and beverage, and events.
- Foster a positive work environment that encourages teamwork, professional growth, and high morale.
- Conduct regular meetings with department heads to align goals, review performance, and address issues.

2. Strategic Planning and Execution:

- Develop and implement strategic plans to drive business growth, enhance service quality, and increase profitability.
- Identify new business opportunities, market trends, and competitive dynamics to inform strategic decisions.
- Set annual goals and objectives for the center and monitor progress toward achieving them.

3. Financial Management:

- Collaborate with the CFO in the management of the BCC's budget, ensuring effective cost control and maximizing revenue.
- Monitor financial performance, including revenue, expenses, and profit margins, and implement corrective actions as needed.
- Prepare and present financial reports to the Director of Operations, highlighting key metrics and insights.

4. Operational Oversight:

- Oversee daily operations to ensure smooth and efficient service delivery across all departments.
- Ensure compliance with health, safety, employment, and regulatory standards.
- Develop, implement, and maintain standard operating procedures (SOPs) to ensure consistency and quality.
- Implement and facilitate monthly meetings for financial updates, customer service satisfaction, employee satisfaction and facility maintenance.

5. Sales and Marketing:

- Work with the sales and marketing teams to develop and execute strategies to attract and retain clients.
- Participate in high-level sales efforts, including meeting with key clients and stakeholders.
- Monitor market trends and customer feedback to adjust marketing and sales tactics accordingly.

6. Event Management:

- Ensure the successful planning and execution of events, conferences, and functions held at the BBC center.
- Collaborate with the events team to ensure client needs are met and exceeded.
- Be Visible at major events to ensure client satisfaction and address any issues that arise.

7. Customer Service and Satisfaction:

- Maintain high standards of customer service and ensure a memorable experience for all clients and guests.
- Handle high-level client complaints and feedback, ensuring prompt and effective resolution.
- Implement initiatives to continuously improve customer satisfaction and loyalty.
- Coordinate with Sales and marketing a yearly customer appreciation acknowledgement Event.

8. Human Resources and Development:

- Collaborate with HR recruitment, training, and development of leadership staff to ensure a skilled and motivated workforce.
- Maintain performance management processes, including regular appraisals and development plans.
- Ensure compliance with employment laws and regulations.
- Enforce and lead diversity, equity, and inclusivity in the workplace.

9. Facilities and Maintenance:

- Ensure the facility is well-maintained, safe, and in excellent condition.
- Oversee capital improvement projects and maintenance schedules.
- Coordinate with the facilities team to address any issues promptly.
- Oversee and follow-up on all maintenance issues related to the BBCC.
- Be familiar with all contracts and maintenance agreements related to the BBCC.

10. Community and Stakeholder Engagement:

- Build and maintain relationships with local businesses, community organizations, and industry partners.
- Represent the center at industry events, trade shows, and community functions to enhance its reputation and network.
- Engage with stakeholders to gather feedback and foster long-term partnerships.

Qualifications:

- Bachelor's degree in hospitality management, Business Administration, or a related field; Master's degree preferred.
- Minimum of 7-10 years of experience in a senior management role, preferably within the hospitality or events industry.
- Proven track record of successfully managing operations and achieving financial targets.
- Strong leadership and team management skills.
- Excellent communication, negotiation, and interpersonal skills.
- Strategic thinker with strong analytical and problem-solving abilities.
- Proficiency in using management software and tools, including CRM, financial software, and MS Office Suite.
- Knowledge of local market and industry trends is a plus.

Work Environment:

- This role requires flexibility in working hours, including evenings, weekends, and holidays, to support event-related activities.
- The position involves occasional travel for industry events, conferences, and meetings.
- The role may involve standing and walking for extended periods during site visits and events.