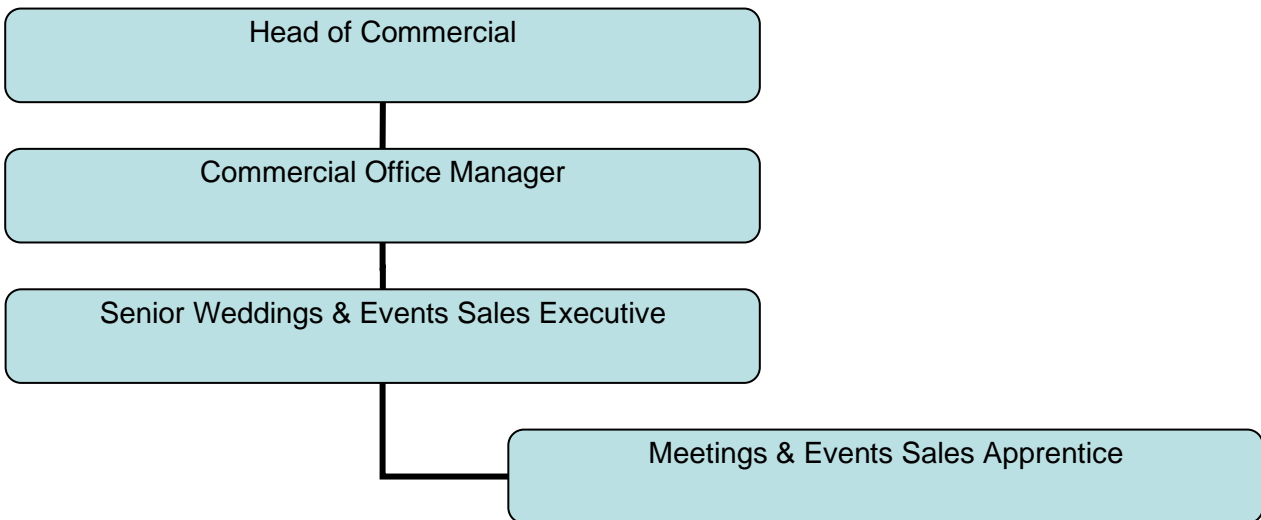


**EDGBASTON PARK HOTEL  
AND CONFERENCE CENTRE**

**J O B   D E S C R I P T I O N**

<b>JOB TITLE</b>	Meetings & Events Sales Apprentice
<b>DEPARTMENT</b>	Commercial
<b>RESPONSIBLE TO</b>	Commercial Office Manager
<b>DOTTED LINE TO</b>	Senior Weddings & Events Sales Executive

**Organisation Chart**



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**Job Summary**

To be a proactive sales professional who deals with the enquiry, coordination and administration support of meetings and events in an efficient and professional manner, ensuring sales are maximised and the business is converted whilst delivering the highest degree of customer service.

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**Main Duties**

- Support with telephone, email and third-party enquiries for meetings and events in a prompt and professional manner and in accordance with required standards, ensuring accuracy and attention to detail at all times.
- Carry out face-to-face and virtual venue show rounds with clients in a professional and prompt manner.
- Answer enquiries about the venue's facilities and services in a professional and prompt manner.
- Follow sales techniques and drive upsells to maximise revenue.
- Produce quotations, proposals and written confirmations to clients and agents.

- Generate contracts and pro-forma invoices to clients and agents.
- Support with the administration of meetings and events.
- Support the Sales Development Manager at exhibitions and sales researching.
- Liaise with the reservations team regarding group booking status, bedroom allocations and rooming lists.
- Maintain a good knowledge of competitors, local information and attractions by conducting site visits and carrying out competitor analysis.
- Process payments in line with the company's policy.
- Perform any other duties that may be required by the sales office and management team in line with your role to support the business needs.

### **General Requirements**

- Build and maintain effective working relationships across the Hotel.
- Present a professional image of the Hotel to customers and guests.
- Respond professionally and pro-actively to any customer or guest queries.
- Actively support and demonstrate the Hotel culture and values.
- Adhere to all Hotel policies, procedures and processes.
- Comply with statutory requirements regarding the workplace such as employment law, health and safety, hygiene, fire prevention, GDPR etc.
- Act with integrity and in the interests of the Hotel at all times.

## **Person Specification**

### **Experience**

- Some experience in an administrative role would be advantageous, but not essential.

### **Knowledge and Skills**

- Must be customer service orientated, possess outstanding communication skills.
- Interacts with guests in a courteous and efficient manner, multi-tasks and problem solves, ensuring that any issues are dealt with promptly.
- Excellent verbal and written communications skills, second language a plus.
- Ability to project a positive attitude over the telephone and in person.
- Spontaneous desire to assist others and provide excellent service.
- Able to work independently on own initiative and within a team.
- Strong administrative and organisation skills be computer literate in Microsoft Word, Excel, PowerPoint and Outlook.
- Strong interpersonal skills and the ability to relate to staff at all levels of the organisation.
- Ability to operate pragmatically.
- Ability to win confidence and cooperation at all levels.
- Ability to prioritise workloads, meet deadlines and work to strict time constraints.
- Flexible approach to working as weekend and early evening appointments work may be required.

### **Qualifications**

- GCSE English and maths, or equivalent, at grade C/4