

**EDGBASTON PARK HOTEL
AND CONFERENCE CENTRE**

J O B D E S C R I P T I O N

JOB TITLE	Conference & Events Sales Executive
DEPARTMENT	Commercial
RESPONSIBLE TO	Head of Reservations, Conferences & Events
CLOSE LIAISON WITH	Senior C&E Sales Executive

Job Summary

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

Main Duties

- Manage 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.
- Conduct face-to-face and virtual venue show-arounds with clients, in a professional manner.
- Answer enquiries about the venue's facilities and services, in a professional and prompt manner.
- Follow sales techniques and drive upsells to maximize revenue at every opportunity.
- Produce accurate quotations, proposals and written confirmations to clients and agents.
- Generate accurate contracts and pro-forma invoices to clients and agents.
- Produce follow-up calls with enquires and chase a response from the client or agent.
- Ensure all bookings are assigned to the correct status and analysis codes.
- Coordinate meetings and conference bookings from contract stage to final details stage.
- Oversee accuracy of weddings and meeting room allocations.
- Advise the Head of Commercial of any expected 'wash' or cancellations, in line with the hotel booking contract standards.
- Input rooming lists linked to an event onto the system.
- Attend the weekly operations meeting to handover any weddings and events to the operations team.
- Ensure that bills are correct and checked out after the event.
- Maintain a close liaison with the reservations team with group booking status, bedroom allocations and

rooming lists.

- Contract business and file the relevant correspondence in line with the company standards.
- Ensure group inventory cut-off dates are managed in line with contracts.
- Maintain a good knowledge of competitors, local information and attractions by conducting site visits and carrying out competitor analysis.
- Support the organisation and delivery of the wedding and special event showcases.
- Check in events on a daily basis and ensure the revenue and analysis codes are correct.
- Process payments in line with the Hotel's policy.
- Adhere to all selling strategies, to assist in maximising revenue in line with budgets and forecasts. Maintain a working knowledge of all revenue forecasted and budgetary targets.
- Support with all office administration duties.
- Perform any other duties that may be required by the 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 guests.
- Respond professionally and pro-actively to any 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

- At least 2 years' experience of managing and coordinating meetings and conferences from initial enquiry, contracting and final detail stage within a sales and revenue office.
- Experience within a fast-paced hotel or events venue.

Knowledge and Skills

- Customer service orientated, with the ability to interact with guests and clients in a courteous and efficient manner.
- Excellent verbal and written communications skills (proficiency in a second language would be advantageous).
- Strong knowledge of using different PMS systems (experience with Guestline is an advantage).
- Ability to multi-tasks and problem solves, ensuring issues are dealt with promptly.
- Ability to project a positive and professional attitude over the telephone and in person.
- Genuine desire to assist others and provide exceptional levels of service.
- Ability to work independently on own initiative and within a team.
- Strong administrative and organisation skills.
- Working knowledge of GDPR.
- 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 contribute actively on issues associated with improvement to reservations service and working practices.
- 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 will be required.

Qualifications

- Good standard of general education including GCSE (or equivalent) in English and maths.

Version Control: Version 3 (Jan 2024) – Job title change only.