

**EDGBASTON PARK HOTEL
AND CONFERENCE CENTRE**

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

JOB TITLE	Sales Manager
DEPARTMENT	Commercial
RESPONSIBLE TO	Director of Sales
DOTTED LINE TO	Director of Commercial

Job Summary

To proactively drive sales and new business by effectively selling all aspects of the Hotel; in particular accommodation and C&E to ensure maximum profitability in line with the business objectives, whilst managing local corporate accounts and nurturing client relationships. Collaborate closely with the senior commercial team, external stakeholders, and department heads to foster seamless communication and synergy.

Main Duties

Sales Activities

- Support and drive the Hotel's commercial action plan
- Create strong awareness of the Hotel, venue and brand within the local marketplace
- Have a sound understanding of competitor rates and local market intelligence
- Proactively carry out sales researching and cold calling to the local marketplace to identify new leads
- Successfully account manage and conduct quarterly and annual reviews with local corporate accounts
- Work closely and nurture local booking agencies that place corporate, group and conference business
- Work closely with the commercial office team to understanding business performance and booking patterns
- Follow up sales leads efficiently and update sales lead trackers
- Support and present at quarterly commercial meetings with accountability for the corporate segment
- Support with administration and data reporting for the Director of Sales using the Hotel's CRM and PMS system
- Actively seek, identify, secure and contract new and repeat business for all market segments; in particular corporate, group and conference markets
- Develop beneficial affiliations and partnerships within the local area
- Log activities and contacts into internal Hotel systems
- Work with the key Hotel team members to strengthen current relationships within the local community
- Establish long standing relationships with key clients offering a high level of customer service
- Support and attend networking events and exhibitions inhouse, locally and nationally
- Make appointment and site visits for the Director of Sales where appropriate
- Update the commercial wish, want, walk strategy document regularly and take ownership of corporate RFP season
- Liaise with all operational departments to ensure smooth running of events and key bookings
- Contribute to sales conversion days and foster a lively, sales-driven environment
- Engage with the Director of Commercial to complete a sales month end reports
- Carry out proactive sales activities including sales calls to the local and national market, corporate clients entertaining, meet and greets, guest drinks, VIP welcomes, and FAM trip entertaining

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 client and agency enquiries.
- Actively support and demonstrate the hotel culture and values.
- **Support the Hotel with Social and environmental initiatives.**
- 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

- Minimum of 2-year hotel proactive sales experience, preferably within the Birmingham market
- Experience of researching, writing and implementing sales processes
- Experience of effectively using CRM software

Skills, Abilities and Knowledge

- Demonstrate self-drive
- Enthusiastic approach
- Ability to work as part of a diverse team in a fast-paced environment
- Strong interpersonal skills and the ability to relate to staff at all levels of the organisation
- Ability to quickly build and maintain effective relationships with clients
- Excellent verbal and written communication skills
- Excellent consultation, negotiation and decision-making skills
- Excellent knowledge of current hotel sales practices, processes and procedures
- Ability to work on own initiative
- Familiarity with digital marketing and social media platforms
- High level of professionalism and personal presentation
- Excellent analytical skills
- Strong organisation and administrative skills
- Ability to operate pragmatically
- Ability to prioritise workloads, meet deadlines and work to strict time constraints
- Proficiency in using MS Office (Word, Excel, PowerPoint)
- Desire and ability to improve knowledge and abilities through on-going development

Qualifications

- Good level of general education (A-Level or equivalent)
- Certifications in sales, hospitality management or related areas, would be desirable