# Job Description: Group Bookings Manager



Function:	Support Office		
Position:	Group Bookings Manager		
Job holder:			
Date (in job since):			
Immediate manager (N+1 Job title and name):	Event Sales Manager		
Additional reporting line to:	Head of Events/GM's		
Position location:	Bateaux Office		

## 1. Purpose of the Job – State concisely the aim of the job.

Responsible for the day to day sales process for Group Bookings taking place at Heritage Portfolio site across London.

Processing group enquiries, checking availability, booking the relevant space, providing an accurate quotation, and ultimately confirming and contracting each group booking.

Liaising closely with the site General Managers to ensure that the needs of each group are understood and can be delivered to the exact standards required.

Liaising closely with the Event Sales Manager to ensure that proposals and packages offered are profitable, competitive, current and enticing. Constantly updating and upgrading the offer in accordance with the venue menus. A key part of the role is relationship building with Tour Operators, Agents and Corporate Clients, booking groups into our sites. Reigniting old relationships, and maintaining and building on existing relationships.

Work closely with our Business Development team to pass on any hot leads.

Ability to work across a number of locations and flexibility to deliver suggestions and alternatives to groups requiring an option that is out of the ordinary.

Strong organizational skills are required and an understanding of financial requirements, including invoicing and budgets.

Ability to convert business at a high rate is a must.

In addition to the main responsibilities above, which are a priority, the role holder will, when time allows, be required to assist the Sales and Events team with additional events, taking place at all sites in London. This will involve preparing quotes, planning smaller events and assisting the team where required.

Revenu e FY23:	Targ et Sale s	EBIT growth:		Growh	n/a	Outsourcin g rate:	n/a	Region Workforce	tbc
		EBIT margin:	tbc						
		Net income growth:	tbc			Outsourcin	n/a	HR in Region	tbc
		Cash conversion:	tbc	-71		g growth rate:			
Character	ristics	<ul> <li>Sales Focused</li> <li>Flexible</li> <li>Commercially adapt</li> <li>Personable</li> <li>Creative</li> <li>Foodie</li> </ul>							

3. Organisation chart – Indicate schematically the position of the job within the organisation. It is sufficient to indicate one hierarchical level above (including possible functional boss) and, if applicable, one below the position. In the horizontal direction, the other jobs reporting to the same superior should be indicated.



- **4. Context and main issues** Describe the most difficult types of problems the jobholder has to face (internal or external to Sodexo) and/or the regulations, guidelines, practices that are to be adhered to.
  - Health & Safety
  - Sales enquiries/follow ups
  - Customer Demand
  - Administration

#### **EXCELLENCE**

 Challenging ourselves to meet our own high expectations and supporting each other to deliver against them in all areas:

Service Standards

Design

Product Provenance

Craft Skill

Having respect for the customer, listening to their needs and always delivering value at their price point

# **COMMITMENT TO PEOPLE**

- Providing real development, learning and benefits
- Being open and honest with each other. Demonstrating respect for our differences and skills, fostering equality throughout the Company
- · Providing an open, engaging, fun and rewarding work environment
- Delivering on what we promise

### **CREATIVITY AND INNOVATION**

- Leading the market, always seeking to spearhead new developments
- Never being complacent, always striving to improve on what we do
- Using creative thinking and innovative ideas to solve problems and develop new solutions

#### 5. Main assignments – Indicate the main activities / duties to be conducted in the job.

- Responding to initial enquiries regarding bookings via email and telephone
- Working to agreed sales targets
- Manage FAM trips
- Use our system to track and manage enquiries
- Use database to target previous and lapsed clients
- Brief the sites on confirmed bookings and keep updated with pipeline
- Brief sites with concise function sheets
- Liaise with chefs regarding dietary requirements
- Follow up on enquiries to convert business
- Report processing

### Service, Client & Guest Care:

- Manage all correspondence for group enquiries in a timely and professional manner
- Identify and gain new business as well as maintaining and developing existing clients and businesses;
- To create and monitor sales targets
- Revision of the targets with active guidance in order to develop and improve performance
- Proactively seek new business for the company
- To maintain and develop existing accounts to ensure they reach their maximum potential;
- Establish key relationships with key business in order to drive business to the venues
- Establish key relationships with corporate clients and agencies to ensure maximum exposure and increase revenue
- Take a proactive approach to locating potential new business through the appropriate channels
- The Sales Plans are prepared for inclusion in the company Business Plan within the agreed timetable
- The Sales Plans and reflect the actions required to translate the plans into revenue
- To identify and develop, in liaison with the Event Sales Manager, initiatives to market the products to potential customers and or companies
- To identify gaps in the Market into which our product could be promoted effectively
- To analyse the company's performance data in order to identify trends, positive and negative
- Record comprehensively, all record customer reservations and communications data and feedback to provide accurate and meaningful research about our business; both statistical and subjective

#### Leadership & People:

• Train and develop any appropriate team members

### Managing Standards and Quality

- Ensure security, integrity and confidentiality of data
- To ensure the health, safety and wellbeing of staff
- Understanding relevant H&S legislation and the implications on the operation of the department
- Communicating to the team their responsibilities within H&S
- Ensuring that safe and healthy working practices are implemented at all times

#### Financial Management:

- Revenues and corporate Sales costs budgets for the forthcoming years are produced with the relevant schedules within the timetable set by the Financial Director
- Narrative to support the numbers is submitted simultaneously
- To produce the Rolling 3 Month Forecast
- Analysis of the results by market sectors; service, nationality and other appropriate measures including narrative identifying trends
- Analysis include review of action taken or planned to improve margins

			Give the 3 to 5 key outputs of the poss or activities.	osition vis-à	a-vis the organiza	ation; they should focus or	n
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	n Specific ct the role		n – Indicate the skills, knowledge a	and experie	nce that the job	holder should require to	
• F	inancially Sales drive	astut n/foc					
	etencies - equires	- Ind	licate which of the Sodexo core co	mpetencies	and any profess	sional competencies that the	he
Growt Satisfa		Sat	isfaction / Quality of Services			People Management – ot directly managing any aff.	
	Rigorous management of rest		orous management of results	•	Innovation and Change		
	<ul> <li>Brand Notoriety</li> </ul>		nd Notoriety	•	<ul><li>Business Consulting</li></ul>		
<ul> <li>Commercial Awareness</li> </ul>			nmercial Awareness	<ul><li>Compliance Standards</li></ul>			
	•	Em	ployee Engagement				
	•	Lea	rning & Development				
9. Manag	gement A	ppro	val – To be completed by docume	ent owner			
Manaian			4	Data		04.40.00	
Version	ent Owner		1	Date		01.12.22	
Doodine	OWITOI						
10. Emp	loyee App	rova	al – To be completed by employee				
Employe	ee Name			Date			$\neg$
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