

Job Description: Business Administrator



Function:	Sodexo Live!
Job:	Conference and Events Sales Co-ordinator
Position:	Conference and Events Sales Co-ordinator
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	Conference and Events Sales Manager
Additional reporting line to:	Venue General Manager
Position location:	Hamilton Park Racecourse

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

- To deliver in a high performing sales culture. This includes understanding and living our values and competencies and following company standards of performance.
- To exceed targets by providing clients with a motivating and exemplary sales experience
- Manage C&E enquiries to the company standard
- Build working relationships with internal & external clients
- Ensuring quality management of data using CRM tools provided
- To manage internal and external bookings, including payments, event sheets and correspondence.
- To remain customer focused at all times, working to enhance events through upselling, recommendations and the highest level of customer service.
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2. Dimensions – Point out the main figures / indicators to give some insight on the “volumes” managed by the position and/or the activity of the Department.

Achieve venue budget and quarterly KPIs

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.

Service

- Adhere to company values, standards and procedures at all times
- Comply with all company & client policies and procedures as required, together with statutory regulations and legislative requirements relating to such matters as employment law, safe systems of work, health & safety, hygiene, cleanliness, fire and COSHH etc.
- Adhere to sales standards of performance for show rounds, incoming and outgoing telephone calls, administration, and sales approach in adherence to the company standards
- Ensure all enquiries and quotes are responded to and produced to the agreed high standard in a professional and efficient manner with all responses sent out on the same day and followed up within 48 hours
- Conduct site visits on a regular basis
- Support the venue Sales Manager as and when required to conduct pro-active activities such as business development and conversion days, agent appointments, showcase events, FAM trips, networking and leaflet drops
- Ensure all key tasks are completed for all events including but not exclusively event details, running orders, menu choices, timings, signage and payment
- Communicate effectively at operational meetings forthcoming events to ensure a seamless delivery of events
- Record comprehensively all customer interactions, events and feedback to provide accurate research about our business using Priava
- Build and enhance long– term client relationships to enhance the retention of current clients and customers, gain referrals for new business and attract new customers.
- Be knowledgeable about other Sodexo Live! sites in order to cross sell and efficiently communicate with peers in the company to maximize company opportunities.
 - Build relationships with venue partners
 - Proactive monthly activities agreed with Venue Sales Manager & General Manager
 - Weekly finance reports highlighting risks and opportunities
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People Management:

- Work with the management team to ensure the agreed procedures and policies are faithfully followed

- Comply with all statutory company policies and procedures to enhance employee engagement and ensure the Company retains Investors in People accreditation.
- Maintain excellent and professional relationships with all internal and external clients at all times
- Behave in a proper and professional manner at all times as a representative of Sodexo Live!
Carry out any other duties as may be required under the direction of your manager, which is reasonably within your scope and commensurate with your status and duties. Including working out of normal office hours when required

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Quality and Detail:

- Fully comply with all Company and client policies, site rules, statutory regulations and working practices.
- Establish a close working relationship with the Events and Operations team to ensure that all events, contracts and paperwork matches ambition and promise but also provides further business opportunities
- Achieve personal KPI's and objectives. Review on a quarterly basis as part of the performance review process

Financial Management:

- Achievement of budgeted sales and re-forecasted sales
- Ensure excellent knowledge of venue including operating costs for each style of event to ensure commercial and profitable selling. Proficient use of profit calculator for all bespoke event quotes
- Ensure all required reports are submitted in a timely and accurate manner
- Ensure all event payments are received pre event and in accordance with Sodexo Live! policy
- Ensure that all the Company's and client's property, equipment and monies under your control are safe and secure at all times

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

- Manage sales enquiries/processes through all inbound sources
- Manage the end to end life of an enquiry from proposal quotation through to booking and confirming in a professional and timely manner
- Exceed targets by providing customers with a motivating and exemplary sales experience
- Build lasting relationships with clients through creating an exemplary customer experience by gaining and recording insights and therefore encouraging repeat business and referrals
- Manage data quality by ensuring 100% compliance on Salesforce and Priava systems and ensure customer data security
- Answer all incoming calls in a professional and efficient manner
- Maintain an up to date CRM system, logging all enquiries and updating notes and status as required
- Prepare proposals and bespoke requests for all clients
- Ensure all relevant marketing collateral, venue hire and package pricing is in place for the venue and checked regularly
- Conduct venue site visits and complete follow ups
- Work closely with Venue, ops team, catering and Sales Manager to ensure smooth customer journey
- Knowledge of venue operations to ensure client requirements are met and achieved by the operations team
- Prepare and issue contracts and invoices for all sales in line with Company's standards
- Attend relevant team meetings
- Gain client feedback post event
- Identify new leads for the Sales Manager and resort in order to establish new opportunities

- Manage debt through collecting payments in a timely manner in line with Company Accounting procedures
- Understand the local & regional market in order to sell effectively against the competition from both the venue and catering perspective
- Assist with entertaining, sales missions, networking and exhibitions and at all times act as an ambassador for both Sodexo Live! and the venue client
- Maintain accurate records on current key clients and prospects through the CRM system
- Deliver a consistent level of performance within the Company's standards and agreed performance, and financial targets.
- Comply with all Company & client policies and procedures as required, together with statutory regulations and legislative requirements relating to such matters as employment law, safe systems of work, health & safety, hygiene, cleanliness, fire and COSHH etc.
- Achieve personal KPI's to be agreed with Line Manager
- Ensure all key tasks are completed for all events including but not exclusively event details, running orders, menu choices, timings, signage and payment
- Communicate effectively at operational meetings forthcoming events to ensure a seamless delivery of events
- Remain customer focused at all times, working to enhance events through upselling, recommendations and the highest level of customer service.
- Liaise with event bookers as required, delegates and guests, with a clear focus on customer service
- Build working relationships with internal and external clients

6. Accountabilities – Give the 3 to 5 key outputs of the position vis-à-vis the organization; they should focus on end results, not duties or activities.

- Consistent achievement of positive feedback from client and customers.
- Manage the end to end life of enquiry from researching the opportunity through to proposal quotation booking and confirming in a professional and timely manner
- Build lasting relationships with clients through creating an exemplary customer experience by gaining and recording insights and therefore encouraging repeat business and referrals
- Manage data quality by ensuring 100% compliance on all systems
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7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively

Essential:

- A proven track record in a sales role
- A strong knowledge of the local market
- A good researcher, negotiator, and client focussed approach
- A team player with a 'can do' attitude
- Foodie passion
- Excellent telephone manner
- Excellent communication verbal & written skills
- Excellent business relationship building skills and understanding of customer needs
- Ability to work under pressure and deliver measurable sales targets
- Excellent time management and organisational skills in order to prioritise various job demands
- Proven negotiation skills
- Confident and proficient in Microsoft Office.

- Strong administrative skills
- Adaptable to change and flexible in approach to work.

Desirable:

- Experience working within sports and leisure or stadia.

8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires

- Growth, Client & Customer Satisfaction / Quality of Services provided
- Rigorous management of results
- Commercial Awareness
- Brand Notoriety
- Learning & Development
- Employee Engagement
- Innovation and Change

9. Management Approval – To be completed by document owner

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Document Owner			