

Job Description



Function:	Sales and Events
Position:	Sales & Event Coordinator
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	Sales Manager
Additional reporting line to:	Head of Sales – Stadia
Position location:	American Express Stadium

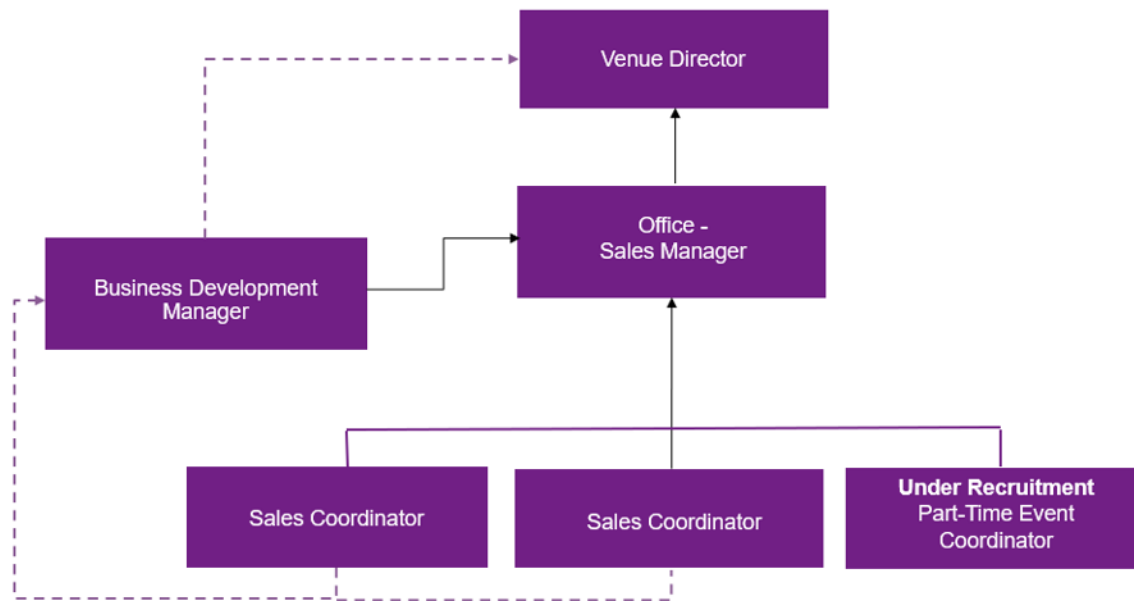
1. Purpose of the Job

The Sales & Event Coordinator is responsible for converting incoming Conference and Events enquiries into confirmed business, supporting delivery of the venue sales budget and ensuring each booking is accurately progressed from enquiry through to operational handover. The role follows the agreed sales playbook process, creates proposals and contracts, builds events in line with client requirements, and provides coordination support to both the Sales Manager and Business Development Manager.

2. Dimensions – Key indicators managed by the position.

- Annual sales accountability
- Part of the wider venue sales structure supporting delivery of the annual Conference and Events budget.
- Responsible for handling reactive enquiries, provisional bookings, proposals, contracts and confirmed event administration.
- Works directly with the Sales Manager, Business Development Manager, Event Operations team, club contacts and wider venue stakeholders.

3. Organisation Chart – Position within the organisation.



4. Context and Main Issues – Key challenges, requirements and ways of working.

Commercial and enquiry management:

- Handle a high volume of incoming enquiries with pace, accuracy and clear commercial judgement.
- Balance conversion, client experience and profitability when progressing enquiries, proposals and provisional bookings.
- Use the sales playbook to ensure consistent qualification, follow-up, next steps and enquiry discipline.

Operational accuracy and handover:

- Translate client requirements into accurate booking detail, event builds and clear operational instructions.
- Ensure confirmed events are practical, deliverable and handed over with the information required by Event Operations, culinary, finance and venue teams.

Team and stakeholder working:

- Support the Sales Manager with accurate enquiry, conversion and booking information that informs forecasting and performance reviews.
- Support the Business Development Manager by coordinating administration and event detail linked to proactive opportunities and key accounts.
- Maintain strong working relationships with the club, client contacts and wider venue stakeholders to support a joined-up client approach.

5. Main Assignments – Main activities and duties to be conducted in the role.

- Respond to, qualify and progress incoming Conference and Events enquiries within agreed response standards.
- Create tailored proposals and client communications that reflect requirements, availability, pricing and agreed terms.

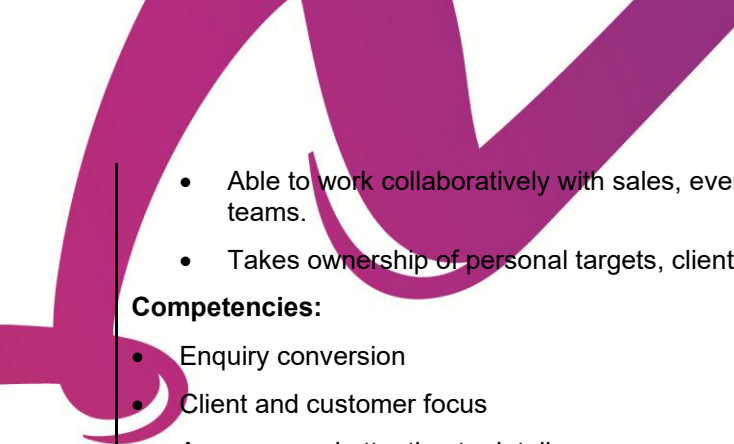
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- Prepare contracts and booking documentation in line with company and venue procedures.
 - Follow up live enquiries and provisional bookings to secure decisions and convert business.
 - Build confirmed events in Thynk and venue systems, ensuring details are complete, current and accurate.
 - Coordinate client requirements including timings, rooms, catering, AV, set-up, dietary requirements and special requests.
 - Prepare event handover information and liaise with Event Operations to support smooth delivery.
 - Maintain accurate CRM records, enquiry notes, booking status, revenue information and follow-up actions.
 - Provide Sales Manager support through reporting updates, enquiry tracking and sales administration.
 - Provide BDM support through administration, client follow-up and coordination of confirmed proactive opportunities.

6. Accountabilities – Key outputs and end results for the organisation.

- substantial annual Conference and Events sales is delivered in line with agreed targets and standards.
- Incoming enquiries are converted into commercially sound, contracted and operationally deliverable bookings.
- Proposals, contracts, event builds and handover information are accurate, timely and aligned to client requirements.
- CRM and booking records are complete, current and reliable for forecasting, reporting and operational planning.
- The Sales Manager receives dependable support on reactive sales performance, enquiry visibility and administration.
- The BDM receives effective coordination support for proactive opportunities, client follow-up and confirmed event detail.
- Event Operations and venue stakeholders receive clear, complete and timely information to deliver the client promise.

7. Person Specification – Skills, knowledge and experience required for the role.

- Experience in Conference and Events sales, event coordination, hospitality, venues or a comparable customer-facing sales environment.
- Confident communicator able to manage client enquiries professionally by phone, email and face to face.
- Strong attention to detail, with the ability to produce accurate proposals, contracts and event documentation.
- Organised and resilient, with the ability to manage multiple enquiries, bookings, deadlines and changing client requirements.
- Commercially aware, with a good understanding of pricing, packages, revenue targets and operational implications.
- Comfortable using CRM, venue management systems and Microsoft Office to maintain records and support reporting.

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- Able to work collaboratively with sales, events, operations, culinary, finance, the club and wider venue teams.
 - Takes ownership of personal targets, client communication, booking accuracy and handover standards.

Competencies:

- Enquiry conversion
- Client and customer focus
- Accuracy and attention to detail
- Sales process discipline
- Organisation and coordination
- Operational collaboration

8. Management Approval – To be completed by document owner

Version	V1	Date	
Document Owner			

9. Employee Approval – To be completed by employee

Employee Name		Date	
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