**EXPERTISE**

Job description

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| Function: | Sales and Admin |
| Position:  | SALES AND eVENTS COORDINATOR |
| Job holder: |  |
| Date (in job since): |  |
| Immediate manager (N+1 Job title and name): | Jill Nicholson – Senior Sales and Events Co-ordinator  |
| Additional reporting line to: | Jane Thomson – Sales and Revenue Manager  |
| Position location: | Hampden Park |

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| 1. Purpose of the Job – State concisely the aim of the job.  |
| 1. To maximise Christmas parties through converting enquiries into confirmed bookings and upselling
2. To gain new contacts and sales leads through thorough research of target conference & events markets
3. To actively convert customer enquiries into confirmed sales to develop future and repeat business contributing to the profitability of the venue.
4. To work with other members in the team to develop successful customer partnerships.
5. To deliver the brand standards of outstanding customer service whilst ensuring a clear and effective line of communication is maintained with the operational team and the rest of the venue.
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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. |
| Revenue FY16/17: | £1.25M |  |  |  |  |  |  |  |  |
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| 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. Please show the job titles not the actual people doing the role, i.e. Finance Manager, Project Manager |
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| **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. |
| * Volume of enquires
* Conversion target of 45%
* Growth of sales year on year
* Mystery shopper result target is 100%
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| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| **Quality:**

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| * Manage all C&E enquiries to the company standard
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* To produce accurate communication ensuring departments and customers are kept updated in a timely manner for effective service delivery
* To produce written confirmations and quotations for clients
* Ensure accurate and up to date customer records are maintained
* Understanding relevant H&S legislation and the implications on the operation of the department
* Ensuring that safe and healthy working practices are adhered at all times
* To ensure compliance with department brand standards

**Customer:**

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| * Identify customer needs and provide solutions to match them
* Build working relationships with internal & external clients
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* Develop and maintain excellent product knowledge and use it to deliver the benefits of the product to the client
* To handle all administrative tasks in an efficient and timely manner
* To check customer satisfaction post event and resolve any outstanding issues and securing future sales leads
* To keep abreast of venue and company activities that impact the customer

**Profit** * Actively convert enquiries into contracted business
* Respond positively to sales opportunities to maximise revenue
* Identify new accounts and contacts to develop sales leads.
* To attend client events
* To carry out show rounds with potential new clients
* To obtain full knowledge of Competitors products to understand the market place
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| 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. |
| *.** Achieving monthly, quarterly and yearly budget in both sales and profit
* To achieve monthly mystery shopper result
* To cross sell other Prestige properties to assist in overall budget

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| 7. Person Specification  |
| 1. Develop productive working relationships across the venue.
2. To consistently review own level of skill and actively identify further personal development requirements with your line Manager.
3. To work and co-operate with others, taking part in departmental meetings, team briefings and project work and support other team members and provide assistance when necessary to ensure the team collectively achieve their goals
4. Assist in additional projects and departmental tasks as required
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| 8. Competencies, skills and experience  |
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|  | Essential | Preferred |
| **People Skills** | 1. Able to develop positive working relationships at all levels.
2. To create a positive image
3. Good personal presentation
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| **Communication** | 1. Able to communicate clearly and concisely both verbally and in writing.
2. Ability to listen
3. Able to instill confidence
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| Problem Solving& Influencing | 1. Able to demonstrate influencing skills
2. Able to act on own initiative.
3. Able to plan ahead
 | 1. Experience of problem solving
2. Able to demonstrate confidence in own ideas
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| **Business knowledge** | 1. To have a good understanding of C&E business
2. Able to demonstrate company/competitor awareness
 | 1. An understanding of diary management
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| **Technical Skills** | 1. Previous experience working in a C&E Environment
2. Good administration skills
3. Good organization skills
4. Proven customer service experience
 | 1. Experience of managing small Conference/Events
2. Working knowledge of Food & Wines
3. Venue C&E experience
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| **Sales Focus** | * Able to ‘close’ a sale
* Able to develop positive business relationships
* Previous experience in a Sales environment – either proactive or reactive
 | 1. Experience in a target driven environment
2. Experience of show rounds
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