



JOB DESCRIPTION

JOB TITLE: Hotel Conference Sales Executive

DEPARTMENT: Sales

RESPONSIBLE TO: Revenue Manager

PRIMARY PURPOSE OF JOB

To maximise Group revenue for the Southwater Event Group properties (Holiday Inn Telford, Grays Hotel, International Hotel and Telford International Centre) at all times effectively communicating all requirements.

Summary of Duties and Responsibilities

1. To pro-actively sell specials events, weddings and parties.
2. To ensure full involvement in key business periods like Christmas, working to targets set by Revenue Manager to meet the business demands.
3. To assist in promoting larger wedding business into the International Centre, whilst also focusing on pushing wedding business generally into the hotels.
4. To be "on the road" up to 3 days a week, depending on business needs, visiting clients, with remaining time spent in the office.
5. To deal with fluctuations in business peaks and troughs, ensuring that key dates are being maximised and assisting with the administration of the Meetings and Events business as required.
6. To liaise weekly with the Revenue Manager to update on targets, key wins and losses and the development of the business strategy.
7. To liaise with the sales and events teams at the hotels to sell the products and follow up on sales and business leads.
8. To manage IHG Promotions via the website, taking control of/managing and implementing actions with Holiday Inn as appropriate.
9. To be proactive at all times, identifying sales leads and following them up in a timely manner.
10. To pass on any conference leads to conference/TIC after imparting as much information regarding facilities as you can to the client.
11. To conduct market research via cold calling, telephone, internet, mail shots etc and attend any events as necessary, ie secretaries evenings, fam trips, wedding fayres, exhibitions and corporate quiz's.
12. To plan, organise, set up and run events as required in conjunction with the Revenue Manager.
13. To attend in house sales meetings fortnightly.
14. To work to weekly targets agreed with the Revenue Manager.
15. To update customer profiles ensuring accuracy of customer information at all times and in particular detail outcome of appointments.
16. To produce appropriate reports for the Revenue Manager ie to show conversion of leads to actual sales (KPI's) and providing weekly activity reports to the Revenue Manager.
17. To work alongside the marketing department in sourcing advertising costs as required and ideas to generate sales/leads as required in conjunction with marketing team.
18. To achieve budgeted room hire sales and assist in maximising of food, liquor, room, equipment sales and Stagecraft facilities and services.
19. To maintain the upkeep of the function diary and Events Perfect diary.

20. To assist the in house conference teams by ensuring all sales leads are followed up and that visits are being carried out.
21. To ensure all enquiries are handled efficiently and that a written response is forwarded within 24 hours.
22. To meet all function/conference organisers on the day and reconfirm details to ensure the smooth running of the event.
23. To introduce / maintain an effective chase system for all enquiries, provisional bookings to ensure maximum selling of Conference and Events space.
24. To maintain and manage an effective system for refusals, regret business.
25. To adhere to and monitor correct implementation of all Conference/Events procedures and standards.
26. To check hotel guest accounts, sign off final accounts for the TIC; ensuring that they are correct and forwarded to the client with a covering letter or, to TIC accounts, and that the Company Credit Policy is adhered to.
27. To comply with and act in accordance with all Company fire regulations and to adhere to the Company's fire and security policy.
28. To act in accordance with all Health & Safety and hygiene regulations and to adhere to the Health & Safety policy
29. To attend and actively participate in all training as and when required.
30. To behave in a professional, friendly and hospitable manner to all guests, customers and staff

This job description is not exhaustive and duties and responsibilities will vary from time to time. The post holder may be required from time to time, to carry out reasonable tasks requested by Management.

Person specification:

1. Able to demonstrate a proven track record in a sales role, preferably within Intercontinental Hotels & Resorts (IHG)
2. Excellent oral and written communication skills with the ability to deal with a wide range of internal and external contacts
3. Previous experience in an administrative role essential.
4. Well organised with the ability to prioritise and multi-task
5. Self-motivated with the drive and energy to see a task through to completion
6. Excellent IT skills – proficient in word, excel, PowerPoint, email and databases
7. The successful candidate will demonstrate a strong positive attitude and will actively seek the opportunity to work as part of a wider team
8. We believe in long term employment and will reward loyalty accordingly