

# EASTWOOD PARK LTD

## Job Description

**Title:** Conference and Events Sales Co-ordinator

**Accountable to:** Venue Sales Manager

**Working pattern:** 37 hours per week, typically Monday to Friday with flexibility to meet and greet clients or attend events during evenings, weekends and Bank Holidays

### Summary of Responsibilities:

- a. Selling and promoting the Eastwood Park Venue for corporate events, conferences and meetings.
- b. Account Management of a range of Venue customers including: Liaising with clients; guiding through our booking process, meeting and greeting, coordinating all pre, during and post event activities to a high standard of customer service including preparing quotes, contracts, bookings and other client administration and post event feedback

### Main Duties and Responsibilities:

- a. To support the Venue Sales Manager and undertake all event sales activity and associated administration as required, with a focus on conferences, ensuring all relevant information is recorded and communicated on the appropriate Eastwood Park systems.
- b. To grow and maximise corporate sales revenue and profitability from new and repeat bookings.
- c. In conjunction with the marketing team, to assist in prospecting new customers through e-shots, mail-shots, web based research and telesales activities, generating new leads and enquiries in order to develop, maintain and grow our account base in addition to attracting 'one off' events.
- d. To organise and attend meetings with potential customers at Eastwood Park with a view to touring the facilities and describing the services offered in order to close the sale. Where necessary to visit customers in their workplace to promote the venue for conferences and associated events.
- e. To attend promotional events at Eastwood Park as well as external business networking events, exhibitions and shows to promote Eastwood Park as a venue.
- f. To build strong relationships with your clients to enable you to fully understand their requirements and coordinate a successful event.

- g. To liaise with internal operational departments (Catering, Housekeeping etc.) and external service providers (team building/event companies etc.) to ensure client requirements are effectively communicated, coordinated and managed.
- h. To identify opportunities and suggest ideas and initiatives to develop the sales of conferences and events.
- i. To track sales activity and report on financial performance and booking statistics.
- j. To operate in a way that is commensurate with Eastwood Park's vision and values and compatible with the needs of the business.
- k. To undertake any other duties, as may be required for the optimum efficiency of the business, including working within other areas and departments.
- l. To have regard at all times for the health and safety of self and others by adhering to safe working practices and conduct, and EWP's Health & Safety Policy.

**Experience and qualifications:**

- a. Previous experience of working in conference and event sales.
- b. Previous experience of account management.
- c. The confidence to deal with a wide range of clients and to network at events with a positive approach.
- d. Commitment to delivering a high level of customer service operating with a sales and service mindset at all times.
- e. Experience of working with a Property Management System would be advantageous.
- f. Previous examples demonstrating an ability to identify and successfully implement new initiatives.
- g. Highly organised and with the greatest attention to detail.
- h. Excellent communication and IT skills.
- i. GCSEs at grades A-C including English and Maths.

**Footnote**

This job description is not intended to be an exhaustive checklist of tasks but rather an outline of the principle responsibilities. It will be reviewed from time to time with the job holder.