



Job Description

Job Title:	Events Sales Coordinator
Accountable To:	Events Business Manager
Location:	Moddershall Oaks Country Spa Retreat

Our Vision

At Moddershall Oaks, we are dedicated to providing guests with a special place to be and all members of our team are expected to work positively to achieve our vision:

‘Be the best at everything we do by employing great people who make Moddershall Oaks a special place to be’.

Our Values

We have agreed a set of core values which define the standards and behaviours which we expect all employees to demonstrate:

- We are **Ambitious**
We are focussed on personal and business success
- We are **Caring**
We genuinely care about our guests and our colleagues
- We are **Creative**
We seek better ways of doing things and are empowered to deliver consistently outstanding service
- We are **Enthusiastic**
We are motivated to develop our skills and do our best for guests every day
- We are **Loyal**
We work as one team who are loyal to each other and the business

In return, Moddershall Oaks offers appropriate support, training and development within available resources to enable employees to make their best contribution.

Job Purpose

As a member of a busy sales team, to contribute to the achievement of defined sales targets by selling the events venue space for a variety of events including, but not limited to, weddings, conferences, private parties, Christmas and exclusive events.





Principal Accountabilities

1. Provide a quality sales service, ensuring bookings are taken accurately so that guests receive a consistently excellent service and the highest standards of customer care.
2. Efficiently handle a range of enquiries including telephone, email, live chat, social media and face to face, always remaining responsive to guest requirements.
3. Offer a personal service to guests, gathering as much relevant information about them and their requirements as possible, ensuring this is captured on the system and then used to customise packages to suit individual needs.
4. Perform professional and confident sales presentations of the venue on a regular basis, negotiate (within agreed parameters) creating personalised quotations and close sales, upselling at every opportunity whilst maintaining high standards of customer service.
5. Effectively use the CRM system, to proactively keep in touch with prospective clients and record all correspondence. Put sales first at all times & try all opportunities to close a sale.
6. Update and maintain daily and monthly sales and activity spreadsheets as well as annual cumulative data.
7. Complete all event booking administration, including creating and issuing event contract documents and invoices, and ensuring we receive returned signed paperwork. Protect the business from risk including losing money and protecting deposits. Ensure a thorough & accurate handover to operations.
8. Maintain accurate and up to date knowledge of all events and services including promotional packages and special offers. Assist with the creation of all events & the communication of the event information to the rest of the business.
9. Manage the planning & organisation of internal & exclusive events, managing delegation of tasks.
10. Manage external suppliers & arrange additional services for event bookings where necessary, and ensure they're representative of Moddershall Oaks.
11. Develop and maintain positive professional relationships with third party weddings and events booking agents.
12. Take pride in the work of the overall sales & marketing function, and work with colleagues to support the sales & marketing services when required.





General requirements

- Work diligently within the best of your ability to ensure you meet the requirements of your job description
- Always seek to continuously improve
- Participate in internal/external meetings and training as required
- Positively participate in one to ones and appraisal
- Ensure that all relevant policies, procedures and working practices are adhered to at all times
- Work in accordance with Moddershall Oaks' culture, values, aims and objectives
- Act as a positive ambassador for Moddershall Oaks at all times when dealing with guests or representing the business
- Positively contribute to Moddershall Oaks team working environment, taking ownership of issues and supporting colleagues where appropriate
- Undertake any other duties that may be required from time to time

NB: This Job Description forms part of the contract of employment of the person appointed to this post. It reflects the position at the present time only and may be changed at management's discretion in the future. As a general term of employment, Moddershall Oaks may affect any necessary change in job content, or may require the post holder to undertake other duties, provided that such changes are appropriate to the employee's remuneration and status.

I confirm that I have read and agree to carry out the duties and responsibilities contained in this job description.

Name:

Signed:

Date:





Person Specification

Job Title: Event Sales Coordinator		
Criteria	Essential or Desirable	Method of Identification
Qualifications Minimum NVQ Level 3 Business Administration or similar	Desirable	Application
Proven Experience Experience in a busy sales role Experience of providing a high standard of service to customers Experience of working in a busy sales/marketing environment Experience of working to and achieving sales targets and deadlines Experience of working under own initiative to make a positive contribution to a busy team Experience of managing or selling events	Essential Essential Essential Essential Essential	Application Application Application Application/interview Application/interview Application/interview
Knowledge, Skills and Abilities Outstanding customer service skills Able to work as a motivated team member Time management, able to achieve deadlines Excellent verbal and written communication skills Able to work on own initiative Excellent IT skills – word, excel and outlook	Essential Essential Essential Essential Essential	Interview Interview Interview Interview Interview





Able to sell and upsell effectively	Essential	Interview
Demonstrate a helpful and supportive attitude towards the business and colleagues	Essential	Interview
Willing to go the extra mile to make Moddershall Oaks a special place to be for guests	Essential	Interview
Other Attributes		
Able to work effectively within Moddershall Oaks core values framework	Essential	Interview
Car owner/driver	Essential	Application

