



Goodenough College

EVENTS & VENUE HIRE

Job Title:	Sales & Events Co-ordinator
Reports to:	Head of Conferencing & Events
Staff reporting:	None
Based at:	Mecklenburgh Square, London, WC1N 2AB
Salary:	£32K per annum

JOB PURPOSE

- The first point of contact for the events department, co-ordinating calls and emails from the main sales line and events inbox. Responding to new enquiries and providing client quotes in a clear, accurate and professional manner.
- To meet and exceed monthly and annual revenue targets by ensuring the conversion of sales are maximised thereby supporting the College in its charitable aims.
- To provide knowledgeable and effective event planning and delivery for external and internal meetings and events.
- To support the Head of Conferencing & Events in maintaining and raising the College's event business profile and other initiatives that contribute to the continual improvement our offer.

KEY RESPONSIBILITIES

Sales, Planning & Delivery

1. The first point of contact for the event department, you will be responsible for answering the main event sales line and supporting the Sales & Events manager with the events inbox. This includes responding to new sales enquiries and queries as appropriate and re-directing as required.
2. To deal with enquiries in a prompt, timely and professional manner. To understand the client's needs and provide tailored information and quotes.
3. To maximise the conversion of sales by being an expert on your product, upselling add-on's and ensuring that monthly and revenue targets are hit without negatively affecting college activities.
4. To pro-actively ensure that key College events are held in the system with a 12 to 18 month lead time (e.g. Board Meetings, AGM, Advisory Council etc). To pre-empt the needs of the College and negotiate room moves when necessary.
5. To provide accurate diary management for events and activities including bookings, site visits and maintenance. To place and amend holds as required and conduct fortnightly chasing and cleansing of the diary.

6. To promote the venue to prospective clients by delivering site visits and upselling the venue and its associated event services e.g. catering (in-house) and AV as appropriate.
7. To liaise with venue finding/event booking agents as required, accurately quoting commission rates.
8. To build relationships with new clients and account manage existing relationships in order to obtain repeat business and maximise sales opportunities. To deliver an excellent standard of service in all aspects of your dealings, exceeding client expectations.
9. To support the Head of Conferencing & Events with the successful delivery of the marketing plan by contributing to research, attending event exhibitions and networking initiatives to generate leads. To use of social media within event guidelines.

Event Planning & Delivery

10. To complete all event pre-planning within the department's proscribed timelines and ensure the event note is signed-off by the client.
11. To develop a good working relationship with internal and external stakeholders including catering, AV, Facilities and the Member's event team.
12. Attend weekly operations meetings, delivering a thorough and effective to the operational delivery team for your allocated bookings taking place the following week.
13. To liaise with internal and external suppliers including catering, facilities, AV and housekeeping. Negotiating the best possible rates and ensuring overheads are covered with the inclusion of a handling fee.
14. To oversee, when required, the operation team's on-the-day delivery of your allocated events, ensuring they are run professionally and to a high standard. To support on high profile events as required.

Event Admin

15. To correctly contract and invoice your confirmed bookings within the departments proscribed timelines; To update the booking system accordingly; To ensure client records are kept up-to-date and that stored electronic data adheres to the GDPR policy; To collect and circulate feedback as appropriate.
16. To ensure the contract and financial information for confirmed business is passed to the Head of Conferencing & Events for inclusion within the Sales Report on a weekly basis. To track pending, lost or cancelled business for reporting purposes.
17. To conduct a reconciliation of the caterer's weekly report to ensure your events have been accurately invoiced.
18. To support the Head of Conferencing & Events with ongoing administrative tasks on request.
19. To work weekends and unsocial hours as required, and to undertake other duties as required, as in line with the duties of the role.

Person Specification

Job Title: Sales & Events Officer	
Education/ Training	<ul style="list-style-type: none"> • Excellent standard of verbal & written English Grammar (E) • Degree educated, relevant event qualifications or qualified by experience. (E)
Experience	<ul style="list-style-type: none"> • Working within a venue hire events team with experience of event sales, event planning and event delivery (E) • Using an Event CRM system (E) • Event admin e.g. keeping records up to date, dealing with correspondence, providing of quotes and contracts (E) • Demonstrable experience of achieving sales targets in an events environment. (E) • Good general office and administrative skill set with working knowledge of Microsoft Office Packages (Word, Excel, Outlook & Powerpoint) (E) • Of the Event booking system Rendezvous (D) • Of working across a wide variety of event environments (e.g. weddings, filming, hospitality etc.) (D) • Of managing and negotiating high value bookings from initial enquiry all the way through to a successful event delivery. (D)
Technical Skills & Abilities	<ul style="list-style-type: none"> • Numerically accurate (E) • Pro-active with attention to detail and ability to problem solve and work well under pressure in a time sensitive environment. (E) • Highly organised with good time management skills, able to juggle multiple responsibilities. (E) • A people person who enjoys offering excellent customer service (E) • Working knowledge of Publisher and/or InDesign software (D) • Of social media (D)
Other	<ul style="list-style-type: none"> • Willingness and ability to work evenings and weekends as required. (E)

Review arrangements

The details contained in the job description reflect the content of the job at the date the job description was prepared. It should be remembered, however, that it is inevitable that over time the nature of individual jobs will change; existing duties may be lost and other duties may be gained without changing the general character of the duties or the level of responsibility entailed. Consequently, the College will expect to revise this job description from time to time and will consult with the post holder at the appropriate time.