

Job Description

Current as at: 01/06/2016

EVENT SALES & MARKETING COORDINATOR

Old Petrie Town / Heritage Hotel and Function Centre

RESPONSIBLE TO: Venue Manager, (or other person who may, from time to time, be nominated)

POSITION LEVEL: Permanent Full Time - Hospitality Industry (General) Award 2010

PRIMARY RESPONSIBILITIES:

Manage the sales, coordination and operation of conference, events and weddings through directive leadership and a disciplined approach.

This role will require a willingness and ability to work flexible hours as determined by business requirements.

Event and Function Sales & Management

1. Responsible for the sales and marketing of Heritage Hotel and Function Centre conference and function facilities including combined wedding, conference and accommodation packages.
2. Responsible for the sales and marketing of Old Petrie Town facilities including events and community festivals.
3. Responsible for achieving sales targets and KPI's including the maintenance of a prospect list with no less than 25 active prospects.
4. Ensure timely response to all incoming event enquiries.
5. Prepare and follow-up event quotes, proposal and bookings.
6. Complete sales process from onsite venue tours to quoting and negotiating rates.
7. Identify current and future options to grow Heritage Hotel and Function Centre business.
8. Initiate sales calls with potential and existing users of the facilities including the development and personal presentation of sales proposals and site inspections.
9. Ensure all sales calls are followed up in a systematic and disciplined manner with all contact and communications details recorded in the Heritage Hotel and Function Centre CRM system.
10. Maintain effective and productive relationships with existing clients; develop and implement a regular call cycle to maintain contact.
11. Ensure all clients complete the Heritage Hotel and Function Centre Event Agreement and make all payments in accordance with the Agreement; follow up and collect any outstanding payments.
12. Ensure all conference/function bookings details are recorded in the Heritage Hotel and Function Centre Conference Activity calendar.
13. Ensure all operational areas have complete knowledge of each event including requirements such as special diet, lighting, equipment provision, room layout, seating plan, event running plan and other client requirements.
14. Investigate and manage any service failures to minimize harm to the business.
15. Ensure profitable event operations; obtain Manager approval for less than list price quotes and sales.
16. Report weekly to the Venue Manager on sales and marketing activity outcomes;
17. Monitor and record source of enquiries and sales results to establish effectiveness of sales and marketing activities.
18. Provide hands on assistance, as required, with the management of client events.
19. Initiate participant feedback surveys for conferencing operations, ensure post event follow up is undertaken with all clients, analyse the results and make recommendations to improve the operations.
20. Liaise with the Venue Manager on improving conference packages based on client feedback and regular competitor analysis.

21. Develop, implement & monitor marketing plans and budgets based on performance indicators for conferencing operations. Monitor income and expenditure in accordance with the approved budget.
22. Write and proof copies of advertisements, flyers, brochures, media releases, web site and other marketing materials for conferencing and function operations.
23. Review all marketing collateral for currency and relevance at least every 6 months.
24. Utilise contemporary sales and marketing techniques, including e-business methods, to increase awareness of Heritage Hotel and Function Centre conference and function facilities.

Operations Management

1. Coordinate events, prepare function spaces, oversee the successful operation of the event with an emphasis on client contact and customer service.
2. Responsible for successful execution of functions.
3. Responsible for post event client follow up to ensure customer satisfaction including documenting and reporting any service failure or negative feedback to Venue Manager.
4. Ensure appropriate site and client security is in place for all events, including, if appropriate the use of external providers.
5. Ensure accurate account information/documentation is collated.
6. Prepare event data and undertake analysis as required. Ensure compliance with OLGR regulations.

Business Development

1. Ensure Old Petrie Town and Heritage Hotel and Function Centre websites are updated on a monthly basis.
2. Oversee the rollout of any web based marketing activity such as Google Adwords.

General

1. Maintain a thorough knowledge of all Heritage Hotel and Function Centre and Old Petrie Town operations.
2. Maintain a high standard of personal grooming and hygiene.
3. Handle guest queries and complaints in a professional manner ensuring guest satisfaction.
4. Continually assess customer feedback to refine and improve the rooms operation.
5. Attend meetings as required.
6. Liaise with service staff and other managers of the establishment in training and other meetings.
7. Maintain confidentiality of information of the YMCA of Brisbane and Y-Care records and files.
8. Maintain the work environment so as to minimise risk to both customers and staff.
9. Report identifiable risk so that immediate action can be taken.
10. Comply with the YMCA's Occupational Health and Safety Policies and Procedures, including those relating to your specific role as found in the OHS Management: Roles and Responsibilities document.
11. To maintain the Quality System and report any deviations from the intended system.
12. Uphold and promote the policies and mission of the YMCA of Brisbane including compliance with all practices in the "YMCA Quality Manual".
13. Must be aware of and implement the YMCA's Safeguarding Children and Young People Policy.
14. Any other duties as required as determined by the Chief Executive Officer from time to time.

QUALIFICATIONS AND EXPERIENCE:

1. Formal qualifications in marketing, public relations or communication or other related field;
2. Extensive experience in event/function/wedding sales and marketing, encompassing client relationship management, sales prospecting, sales, product presentation and marketing;
3. Knowledge of e-business marketing strategies and tactics;
4. High level computer skills, including the ability to use the Microsoft Office suite of programs;
5. Current RSA Certificate;
6. Proven ability to develop and manage customer relationships effectively;
7. Excellent communication and management skills;
8. Demonstrated results orientation, sound judgement and problem solving ability;
9. Strong organisational, time management skills and an ability to multi-task;

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| | <ol style="list-style-type: none">10. Contemporary knowledge of hotel operations including accommodation, food and beverage operations, conference and functions management and other services supplied to restaurant and hotel guests;11. Proven commitment to delivering and improving the customer service experience;12. Current open driver's licence;13. Willingness to provide a current and nil conviction National Police Certificate.14. Willingness to obtain an ACF Safeguarding Children Certificate |
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Authorised By: _____