



Position Title:	Event Sales Coordinator
Department:	Sales
Reports To:	Head of Sales
Job Family:	Team Member

Purpose
Support the sales and delivery of MICE (Meetings, Incentives, Conferences, and Events) at The Hotel Britomart by managing event coordination from initial enquiry to final invoicing. Act as the main point of contact for clients, working closely with the operations team to ensure seamless execution. Responsibilities include handling site inspections, proposals, contracts, Banquet Event Orders (BEOs), floor plans, and event documentation, with a strong emphasis on exceptional customer service and clear communication. The role also includes general administrative and sales support tasks.

Key Relationships	
Internal	Head of Sales, Business Development Manager, Senior Event Sales Executive, Operations Manager, Food & Beverage Manager, Assistant Food & Beverage Manager, Executive Chef, The Libraries Duty Manager, Guest Services Manager, Reservations Manager
External	Guests, clients, visitors, vendors and contractors
Reports to	Head of Sales

Duties and Responsibilities
Sales & Client Engagement - Respond to inbound event enquiries promptly and accurately to convert leads into bookings. - Re-engage previous clients through BBOB (Bring Back Old Business) strategies, focusing on maximising repeat business. - Maintain and develop strong relationships with key accounts and regular clients to drive repeat bookings. - Prepare tailored proposals and quotes that align with client needs. - Support the Sales Department during MICE site inspections and client familiarisation visits. - Maintain up-to-date client records and event details in Salesforce, ensuring accuracy for follow-ups and forecasting. Event Coordination & Execution - Be present for conference and event arrivals, ensuring smooth execution and addressing any client concerns. - Collaborate with the operations and Food & Beverage teams to deliver seamless events that meet client expectations. - Liaise with external suppliers for logistics, including pack-in and pack-out procedures. - Manage the creation of event-related documents, such as menus, seating plans, and run sheets. - Ensure all event operations adhere to health and safety regulations, including crowd management and emergency procedures. Administration & Financial Processes

- Prepare and maintain accurate event documentation, including quotes, contracts, and Banquet Event Orders (BEOs), ensuring compliance with hotel procedures.
- Process contracts, invoices, and agreements in Protel PMS, ensuring accuracy and timely completion.
- Ensure pre-payment for events where applicable and manage financial reconciliation post-event with the finance team.

Communication & Collaboration

- Maintain clear and timely communication with all internal departments regarding event details and guest requirements.
- Keep the Senior Event Sales Executive, Business Development Manager, Head of Sales, and GM informed of any significant matters.
- Attend and actively contribute to internal team meetings.
- Ensure all bookings align with The Hotel Britomart's sustainability initiatives and best practices.
- Obtain and analyse client feedback and follow up on past events, rectifying any problems and securing future business.

General Responsibilities

- Maintain up-to-date client files, including contracts and event orders, to improve forecasting and communication.
- Liaise with the Reservations team on availability and room rates.
- Ensure compliance with health and safety regulations, including risk assessments and emergency procedures.
- Attend internal team meetings and maintain clear communication across departments.
- Support other departments as needed and perform any additional duties assigned by management.
- Integrate The Hotel Britomart's sustainability initiatives into event planning and execution.
- Perform any other reasonable tasks as directed by the Senior Event Sales Executive, Business Development Manager, Head of Sales, or GM/Operations Manager.

Prerequisites

- Solid organisational skills - eye for detail coupled with a strong ability to proactively identify priorities and manage multiple tasks, and successfully accomplish objectives in a busy and challenging workplace.
- Demonstrated ability to work independently and as part of a team.
- Demonstrated knowledge of Microsoft Office programs (Word, Excel, PowerPoint).
- Previous use of Sales and Catering software is an advantage.
- Flexibility and availability to work weekdays or weekends.

Education

- High school certificate or equivalent qualification essential.
- A diploma in Hotel or Hospitality Management preferred.

Experience

- Minimum 12 months experience in a similar position.

Acknowledgement



To summarise, it is not the intent by way of this Position Description to limit the flexibility required, scope, or responsibilities of this role, but to highlight the most important aspects of your position.

I acknowledge that I have read and understand the above Position Description and agree to carry out all duties as described to the performance standards required.

Team Member Signature: _____

Team Member Name: _____

Date: _____