



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

Purpose

To support the sales, planning, and execution of Meetings, Incentives, Conferences, and Events (MICE) at The Hotel Britomart. This includes proactive sales efforts, re-engaging past clients (BBOB), managing key account relationships, and handling enquiries, site inspections, proposals, contracts, invoices, and Banquet Event Orders (BEOs). The role also involves coordinating events within The Hotel Britomart's managed event spaces, collaborating with the operations team, and serving as the client's main point of contact. A strong focus is placed on delivering exceptional customer service from enquiry to event completion while ensuring clear communication with all stakeholders for seamless execution. Additionally, the role supports daily administrative tasks, including event floor plans, seating arrangements, and other essential documentation.

Key Relationships

Internal	Head of Sales, Business Development Manager, Event Sales Coordinator, Operations Manager, Food & Beverage Manager, Assistant Food & Beverage Manager, Executive Chef, The Libraries Duty Manager, Guest Services Manager, Revenue Team, Marketing Team.
External	Guests, clients, visitors, vendors, contractors, Britomart precinct partners and suppliers.
Reports to	Head of Sales

Duties and Responsibilities

Sales & Revenue Generation

- Respond promptly to event enquiries, converting leads into confirmed business.
- Meet individual monthly, quarterly and annual MICE revenue targets.
- Achieve enquiry conversion targets and contribute to overall departmental revenue goals.
- Proactively re-engage previous clients through Bring Back Old Business (BBOB) initiatives.
- Maintain and grow relationships with existing clients to maximise repeat business opportunities.
- Develop and manage a portfolio of key accounts and event clients.
- Conduct client calls, meetings, networking activities and site inspections.
- Identify and secure opportunities for upselling accommodation, food and beverage packages, audiovisual services and additional event experiences.
- Maintain an active sales pipeline within Salesforce and ensure all opportunities are accurately managed through the sales cycle.
- Support the Business Development Manager with new business initiatives and market development activities.

Client Relationship Management

Brand Behaviours – *Bring Your Best Self | Share Your Neighbourhood | Think to Care, Care to Think | Show You Know*
 Service Philosophies – *Remember Me | Opportunities to Delight | The Gift of Storytelling | Celebrate Aotearoa*



- Act as the primary point of contact for assigned event clients.
- Develop strong client relationships that encourage long-term loyalty and repeat business.
- Deliver personalised and engaging site inspections that showcase The Hotel Britomart and the surrounding Britomart precinct.
- Understand client objectives and develop tailored event solutions.
- Conduct post-event reviews and follow-up discussions with clients.
- Resolve client concerns promptly and professionally, ensuring effective service recovery where required.
- Obtain, analyse and share client feedback to support continuous improvement.

Event Planning & Execution

- Oversee assigned events from confirmation through to completion.
- Work closely with operational departments to ensure successful event delivery.
- Attend major event arrivals and key event moments as required.
- Ensure all client requirements are communicated accurately to operational teams.
- Coordinate with external suppliers and contractors where necessary.
- Review event documentation to ensure accuracy and completeness.
- Support smooth event execution and troubleshoot operational issues when required.
- Ensure events comply with all relevant health and safety requirements.

Commercial Performance & Forecasting

- Maintain accurate forecasting information within Salesforce and relevant reporting systems.
- Monitor booking pace and identify opportunities to maximise revenue.
- Assist with event revenue forecasting and pipeline reporting.
- Provide accurate sales updates and activity reports to the Head of Sales.
- Monitor market trends, competitor activity and client demand patterns.
- Contribute ideas and recommendations to improve conversion, retention and profitability.

Brand Representation & Luxury Experience

- Promote The Hotel Britomart's luxury positioning, sustainability commitments and unique sense of place in every client interaction.
- Use storytelling techniques to differentiate The Hotel Britomart from competitors.
- Identify opportunities to incorporate Britomart precinct partners into client programmes and experiences.
- Ensure all proposals and event experiences align with the hotel's brand standards.
- Champion sustainable event practices and environmentally responsible solutions.

Team Support & Development

- Support and mentor the Event Sales Coordinator.
- Share best practice and contribute to the continuous improvement of event sales processes.
- Assist with onboarding and training of new team members where required.
- Participate actively in sales meetings, training sessions and commercial planning discussions.
- Support a collaborative and high-performing sales culture.

Systems & Administration

- Maintain accurate client records, contracts and opportunity details within Salesforce.
- Ensure event contracts, proposals and Banquet Event Orders (BEOs) are accurate and completed within required timeframes.
- Partner with the Event Sales Coordinator on documentation and administrative requirements.
- Process invoices, deposits and event payments in accordance with hotel procedures.
- Maintain accurate event files and records that support forecasting and reporting requirements.
- Liaise with Reservations regarding accommodation blocks, room availability and rates.

Prerequisites

- Strong sales, negotiation and relationship-building skills.
- Highly organised with excellent attention to detail.
- Proven ability to manage multiple projects and priorities simultaneously.
- Strong communication and presentation skills.
- Sound commercial awareness and revenue-focused mindset.
- Ability to analyse sales data and forecasting information.
- Confident using CRM systems, preferably Salesforce.
- Proficiency in Microsoft Office applications.
- Knowledge of hotel PMS and event management systems preferred.
- Ability to work independently and collaboratively.
- Flexibility to work outside standard business hours when business needs require.

Education

- High school certificate or equivalent qualification essential.
- Diploma or degree in Hospitality Management, Business, Sales, Tourism or a related discipline preferred.

Experience

- Minimum 2-3 years' experience in conference and events, hotel sales, hospitality sales or a similar client-facing commercial role.
- Demonstrated experience managing client relationships and events independently.
- Proven ability to convert enquiries into revenue-producing business.
- Experience working within a luxury hotel, events venue or premium hospitality environment preferred.
- Experience using Salesforce CRM, Protel PMS or similar systems would be advantageous

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: _____