



JOB DESCRIPTION

JOB TITLE: Sales Co-ordinator/Executive

BRIEF OUTLINE

The post-holder will be responsible for meeting a monthly and annual sales target by responding to all in-coming enquiries to the Conference and Banqueting department, writing proposals, meeting clients, converting bookings and co-ordinating all details relating to the event. On occasion the post-holder will be required to duty manage the events. Reports will need to be prepared, including financial reports. Some pro-active sales activity will need to be conducted.

MAIN DUTIES:

In-coming enquiries

- To respond quickly and efficiently to all in-coming sales enquiries, by telephone, fax and email, preparing brochures as required
- To follow up all enquiries, preparing proposals where necessary and facilitating showrounds with potential clients to show them our facilities
- Contracting bookings and raising invoices
- Co-ordinating all details for the client, including food and beverage, AV equipment, entertainment, themes etc
- Promotion of our facilities to new and existing clients through a pro-active approach
- Responding to and co-ordinating all internal meeting requests
- Assisting in implementing the sales strategy as set by the Sales manager, and in association with the contracted banqueting caterers; including strategies for encouraging repeat business and up-selling

Duty Management

- On occasion to duty manage events by providing guidance on responsible liquor sales, compliance of room set up with all health and safety guidelines, liaison with caterers and advice on policies and procedures, and finally to ensure security of the building/site at the end of an event.

Administration

- To record the progress of all enquiries and translate into a monthly report, including source of business trends, enquiry conversion rates, future predicted sales and other reports as directed by the sales manager
- Ensure an efficient tracking system of all event paper-work
- Up-keep of a client and agents database – updating where necessary to allow effective promotions
- Compilation of weekly overview sheets to all departments including communication and administration of ancillary services.

Other

- To liaise at all times with all team members and work as a team to reach targets set by the Sales Manager
- To encourage repeat business by networking with current clients and their colleagues
- To provide input and ideas into marketing initiatives and subsequently promote these initiatives and monitor responses
- To work closely with all Caterers on the London Zoo list and to develop and maintain relations with specialist caterers
- To maintain and develop contact with professional bodies and potential clients through attendance at networking and promotional events
- To wear appropriate business dress at all times
- To constantly promote the conservation message of the Zoological Society of London

KNOWLEDGE AND EXPERIENCE

VOCATIONAL AND TECHNICAL SKILLS: Excellent oral and written communication skills are required in order to make the client experience a success. Justices on license holder would be advantageous, holder of entertainments license also advantageous, basic food hygiene certificate, advanced word and excel computer skills preferable.

EXPERIENCE: The ideal candidate will have a hospitality-related qualification. A minimum of one years experience in a sales or events role in a conference and banqueting environment is required. Sales negotiation experience would be advantageous.

INTERPERSONAL SKILLS: The job holder is the first point of contact for the client experience and must therefore create a positive and enthusiastic first impression. They must be willing to work as part of a team, communicating with their own department, caterers and other departments of the Zoo at all times. The job holder must have a confident yet reassuring manner with clients at all times. Good telephone and face-to-face personal skills are essential.

RESPONSIBILITIES

HUMAN RESOURCE MANAGEMENT: This post has no responsibility for managing others.

PHYSICAL RESOURCE MANAGEMENT: This post is rarely demanding in terms of physical work but may on occasion be required to assist in moving furniture at the last minute in accordance with client requests.

COMMUNICATION: The jobholder will need to communicate politely and responsibly with our clients, also with all team members, other departments in the Zoo and all caterers/suppliers.

LIAISON: The jobholder will be required to liaise closely with all members of the catering department and associated caterers. Good liaison with other departments is also required.

CONFIDENTIALITY: The job holder is privy to confidential information held on our databases and must exercise discretion when handling personal information, including clients' bank details.

MENTAL DEMANDS

JUDGEMENT AND DECISION MAKING: The jobholder will sometimes be required to make quick decisions relating to client requests. The job holder must be assertive in doing this but must also know when to advise that an immediate decision cannot be made – rather than promising something that cannot be delivered.

ORIGINAL THOUGHT AND PROBLEM SOLVING: The jobholder will need to liaise well with all team members to ensure that the optimum solution is given to any problem which might arise.

CONCENTRATION: attention to detail is essential at all times to ensure the highest standard of customer satisfaction. Time management is of the essence and the job holder must be confident that they can deal with a number of things at any one time and constantly re-evaluate priorities.

FLEXIBILITY: The jobholder must be flexible in terms of working hours as business demands can often change at the last minute. The role is generally business hours, however some evening and weekend work will be required.

WORKING CONDITIONS: This position is office based but will involve on-site visits with clients, duty management on occasion and some meetings off-site. Some occasions may involve work as a lone worker.