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Job Description – Events Specialist

Department: Sales & Marketing
Line of Responsibility: Events Office Manager
Other Reporting Managers: Head of Sales

Job Purpose

To oversee and direct all aspects of events operations including enquiries, negotiations, bookings, confirmations and contracting, organisation, event execution, invoicing, payment and customer feedback. To maintain the highest level of guest satisfaction and work to maximise sales, occupancy and revenue. Being a brand ambassador for the hotel.

Duties & Responsibilities:

Administration

- Produce and distribute weekly function sheet.
- Reporting on enquiry levels to Marketing and Head of Sales on a weekly basis
- Ensuring all lost business and enquiries are re-visited monthly
- Ensuring all HOD's are communicated regarding any last-minute bookings, VIP show rounds etc.
- Ensuring all lapsed leads and enquires are re-visited monthly
- Maintain the reservation database/diary to reflect all booking details, amendments, cancellations etc.
- Prepare and submit statistical information and issue performance and forecast reports, as necessary. Monitor availability on an ongoing basis.
- Ensuring all room capacities and information is correct in booking system.
- Ensuring the sales team have a dynamic pricing strategy and are confident in our pricing structure.
- Conduct daily briefings with event team.
- Communicate new policies and procedures to all staff concerned.
- Maintain prompt and accurate record of department procedures, training records, staff reports, meetings, customer feedback and correspondence.

Guest Services

- Effectively manage the booking process from receiving the enquiry, identifying a sales opportunity, converting it into a booking and clarifying client requirements.
- Match successfully client requirements to suitable conference & banqueting and hotel facilities aiming to maximise occupancy and revenue.
- Upsell and promote the hotel facilities.
- Check that all contracts have been sent, followed-up, signed and returned.
- Ensure correct signage in the hotel lobby reflecting company, location and timing of events
- Communicate any changes (including amendments, special requirements, cancellations etc.) to operations staff and record them on the function sheet and database/diary.
- Ensure all events run smoothly. Monitor operations and guest services.
- Create and maintain a personal and respectful rapport with bookers, organisers and clients.
- Attend to clients when and where required.
- Respond in a prompt and timely manner to all customer concerns and complaints.

- Manage customer feedback and report to management.
- Liaise with suppliers where equipment needs to be rented.

Staff

- Establish and monitor effective employee relations. Promote teamwork.
- Maintain company grooming standards.
- Keep all staff well informed of company and departmental objectives and policies.
- Monitor and identify training needs.
- Ensure/develop formal training plans and programmes to meet identified needs.
- Carry out regular training sessions and conduct on-the-job training on a day-to-day basis.
- To organise cross/multi skilled training with other departments.
- Ensure that all events staff attend non-departmental training sessions.
- Participate in the preparation and updating of training manuals and training programmes in liaison with the Human Resource Department.
- Conduct performance appraisals for all relevant staff as and when required in liaison with the Human Resource Department.
- Participate in disciplinary procedures as required by the Human Resource Department.
- Identify potential among staff and promote learning, career development and progress within the Company.

General

- Working closely with head of sales to introduce new events
- Ensure effective communications and cooperation between Conference & Banqueting and other departments.
- Attend any meetings or training sessions or courses as required.
- Assist fellow employees to perform similar or related jobs as and when necessary.
- Accept changes or additions in work hours, which are necessary for the maintenance of uninterrupted service to hotel guests.
- Continuously endeavour to improve customer service and knowledge of the job within the department.
- Undertake any reasonable request made by a member of management.

Health and Safety

- Ensure that all potential and real hazards are reported immediately and rectified
- Be fully conversant with all departmental fire, emergency and BOMB procedures and instruct staff accordingly
- Be able to respond properly and take a supervisory role in any hotel emergency or safety situation
- Ensure that all staff within the department work in a manner, which is safe and unlikely to give risk of harm or injury to themselves or others
- Stimulate and encourage a general awareness of health and safety in relation to all tasks and activities undertaken in the department
- Ensure the security and safety of guests and staff are always observed and guarded
- Identify any issues in terms of Health and Safety and work to resolve them together with the Health and Safety Officer.

To be fully conversant with:

- Hotel facilities, standards of operation and department procedures.
- Conference rate structure.
- Method of payment accepted by the company.
- Current marketing promotions.
- Microsoft Office applications.
- Fire procedures.
- Security procedures.
- Health and Safety policy and emergency procedures.
- Current licensing regulations