

**Sales and Events Co-ordinator**  
**Role Description**

**JOB TITLE:** Sales and Events Co-ordinator  
**LOCATION:** Edgbaston Stadium  
**REPORTS TO:** Head of Sales  
**INTERNAL LIAISON:** Head of C&E Sales, Senior Co-ordinator  
**EXTERNAL LIAISON:** Clients, Customers

**PURPOSE OF THE JOB**

To process sales enquiries, through to final details for the location and to actively work as part of the venue sales team to increase and enhance revenues achieving overall targets. Proactively selling the facilities by various techniques and always aiming to meet customer needs and exceed customer expectations. To consistently ensure the highest standards of accurate and timely customer, staff and management information. To ensure all sales administration is accomplished effectively & accurately in order to provide a seamless handover to the operations team.

<b>GREAT PEOPLE</b>	<b>KPI'S</b>
Be an active team member sharing ideas and participating in team spirit, and be loyal to and supportive of colleagues including any temporary members of staff	Feedback from colleagues
Achieve performance objectives and set KPI's specific to role. Participate in regular reviews and appraisals in line with Edgbaston management standards	KPI Report
Give full co-operation to any colleague requiring assistance in prompt, caring and helpful manner	Feedback from other colleagues
Develop strong working relationships with both internal clients, LVP central sales, key account managers	Colleague feedback Response times
Undertake training and development identified as required in reviews and appraisals	Review results
Attend internal meetings as required	Meeting attendance

<b>GREAT SERVICE</b>	<b>KPI'S</b>
To provide outstanding customer service	Customer feedback; customer retention; BDRC results; SLAs
Process enquiries & proposals, providing best value options to customers while maximising sales opportunities, within agreed response times to all web based, email and phone enquiries accurately and within brand guidelines	Customer feedback; customer retention; BDRC results
Follow-up enquiries & proposals within agreed timescales and customer preferred method, arrange customer site inspections where applicable in order to close sale	Conversion rates; turnover; mystery Shop results

<p>Operations liaison Organise and manage weekly sheets meeting with relevant stadium teams Collate and distribute Event Orders on a daily and weekly business Ensure all event sheets in circulation are the most current version including event sheet displays</p>	<p>Feedback from Customers and operations team</p>
<p>Provide direct liaison with customer and suppliers ensuring clear communications of each party's needs and expectations</p>	<p>Complaints and compliments</p>
<p>Maintain accurate records of enquiry source and report and communicate new business leads to field-based team and hospitality leads to Tigers sales team</p>	<p>Flow of information between LT and LVP Central Venue Sales team</p>
<p>Always Maintain excellent product knowledge</p>	<p>Customer feedback</p>
<p>Record accurately all customer profile and booking information making full use of the appropriate systems</p>	<p>Clean database, verification reports and up to date records</p>
<p>Be aware and adhere with statutory, legal and company requirements for: Health and Safety Food Hygiene Licensing Laws Employments Laws Fire Regulations Sales of Goods / Trade Description</p>	<p>Health and safety audits ISO / Quality audits</p>
<p>Report all maintenance issues and hazards as in the company health and safety manual</p>	<p>Health and safety audits.</p>
<p>Demonstrate best working practices in all duties and comply with company manuals</p>	<p>Health and safety audits.</p>

<b>GREAT RESULTS</b>	KPI'S
<p>Assist the sales team in regular proactive sales techniques including telesales and sales appointments outside of the stadium.</p>	<p>Quarterly sales KPI's</p>
<p>Contribute ideas for the Sales and Marketing plan.</p>	<p>Effective strategy document</p>
<p>Meet required deadlines for RFPs</p>	<p>Deadlines met with correct information</p>
<p>Achieve KPIs</p>	<p>KPI Report</p>
<p>Achieve target score for customer satisfaction surveys</p>	<p>Venue Verdict results</p>
<p>Meet company guidelines for enquiry and chase response times</p>	<p>Mystery Shop score &amp; LVP feedback</p>
<p>Revenue Target achieved</p>	<p>KPI Report</p>
<p>Participate in sales promotions and applicable familiarisation trips</p>	<p>Inclusion in minimum 4 central promotions per annum</p>
<p>Be aware of competitor activities &amp; industry trends</p>	<p>Quarterly competitor report &amp; rate value matrix</p>
<p>Achieve personal goals and objectives identified in reviews and appraisals</p>	<p>Review results</p>
<p>Tasks are requested by line manager</p>	<p>Line Manager Feedback</p>

**Personal Specification**

- Realises the potential in everyone
- Inspires others to deliver as part of a team
- Is passionate about celebrating success
- Is quick to share a smile and a laugh
- Builds relationships on integrity, respect and trust

**Collaboration and influencing (proudly building our business together)**

- Develops loyalty to Edgbaston
- Responds to the rallying Call
- Enjoys what they do, and it shows
- Demonstrates contagious enthusiasm that rubs off on others

**Client and Customer (obsessive about service)**

- Builds genuine partnerships with clients
- Listens and acts on what customers want

**Strategic Leadership (making the big calls)**

- Does the right thing
- Deals with underlying issues
- Spots stars/talent
- Not afraid to stand up and be counted
- Has fire in their belly, not afraid to stay true to what's important. Remains steadfast when the going gets tough

**Commercial Results (making money in the right way)**

- Faces up to the facts
- Knows how to pursue profit with integrity

**Key Skills and experience**

- 2 years' experience in a Conferencing/hospitality environment (desired)
- Previous sales and account management experience
- Organised
- Good time management skills
- Good financial knowledge
- Excellent written and verbal communication skills

**Key Relationships**

- |                                  |                   |
|----------------------------------|-------------------|
| • Head of Sales                  | • Sales team      |
| • Hospitality Operations Manager | • Stadium Manager |
| • Head Chef                      | • Marketing Team  |
| • SMT Senior Management Team     | • Commercial Team |