

Senior Sales Co-ordinator

Role Description

JOB TITLE: Senior Sales Co-ordinator
LOCATION: Edgbaston Stadium
REPORTS TO: Head of Sales
RESPONSIBLE FOR: Sales Co-ordinators
INTERNAL LIAISON: Operational team, BDM, Key Account Managers, CRO, client team

FULL TIME / PART TIME: FT over 5 days
EXTERNAL LIAISON: Clients, Customers
PURPOSE OF THE JOB:

To proactively drive conference and banqueting sales to achieve the annual targets for the venue. To manage all aspects of the unit's reactive sales and create and implement an effective plan in line with agreed budgets. To actively work as part of the local and national sales team and yield business opportunities to increase revenues and deliver the sales strategy. To 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. To manage and motivate sales co-ordinators.

GREAT PEOPLE	KPI'S
At all times be an ambassador for venue, building strong relationships with customers and clients alike.	Customer account plans Client feedback
Be a positive and inspirational manager, sharing ideas and participating in team spirit, and be loyal to and supportive of colleagues including any temporary members of staff	Feedback and motivation of colleagues
Lead the weekly C & E sales meeting in venue showing evidence of pro-active performance planning, financial planning and market awareness with measurable documented sales actions and outcomes.	Individual KPI's, weekly objectives
Achieve performance objectives and set KPI's specific to role. Participate in regular reviews and appraisals in line with Edgbaston Standards	Achievement of appointment targets, revenue and sales accompaniment scores
Manage team performance through on the job coaching and KPI setting	Team PDPs, results, BDRC
Develop strong working relationships with key members of national sales team including LVP CRO	Colleague feedback. Response times. CRO presentations
Highlight team development needs with RVSM at earliest opportunity in order to ensure appropriate skill sets at all times.	Achievement of all team KPIs and targets

Oversee team training and development. Undertake training and development identified as required in reviews and appraisals for both self and team	Review results
Attend internal meetings as required and prepare all necessary information and follow up	Meeting attendance & quality of information

GREAT SERVICE	KPI'S
Follow Edgbaston sales process in all customer meetings to ensure rapport established, relationships built and next actions agreed to	Sales Accompaniment score
Ownership of the End of Month Report. Ensure the creation and implement of the plan on an annual basis, updated monthly with 100% accuracy reporting financials, conversion, sales & marketing activity and pace report.	Measurement of accuracy, sales initiatives, activity and forecast
To ensure self and team provide outstanding customer service	Venue Verdict results; customer retention; BDRC results; SLAs
Ensure coordination team 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	Venue Verdict results; customer retention; BDRC results
Ensure department respond accurately and within deadline to all enquiries and RFIs	Deadlines and SLA's met
Maintain excellent product knowledge at all times	Customer feedback
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	Health and safety audits. ISO / Quality audits
Report all maintenance issues and hazards as in the company health and safety manual	Health and safety audits
Demonstrate best working practices in all duties and comply with company manuals	Health and safety audits

GREAT RESULTS	KPI'S
Achieve set sales targets and KPIs, reporting on a monthly basis any shortcomings with clear business reasons and remedial actions plans	Revenue targets and KPIs
Provide accurate and prompt reports as requested by HOS i.e. KPI, CPS, Activity Report	Timely reporting

Ensure team monitor results and ROI of all sales and marketing activities by tracking lead source on system for every booking and enquiry	ROI report and S&M Plan
Prompt updates on key booking changes and booking troughs to allow for tactical support and pricing	Forecast & booking pace narrative to C&E DEV & GM
Participate in sales promotions	Inclusion in minimum 4 central promotions per annum
Participate in relevant familiarization trips	KAM feedback
Be aware of competitor activities & industry trends.	Quarterly competitor report & rate value matrix
Achieve personal goals and objectives identified in reviews and appraisals	Review results
To monitor and assist in forecast production and understanding ensuring a minimum 6 months visibility on the business, ensuring action is taken to remedy any potential shortfalls through communication and direction to the HOS	Individual KPI's as agreed with GM and RVSM
Provide accurate and prompt weekly / monthly reports as requested by HOS	Deadlines for reports
Ensure each team meet company guidelines for enquiry response times	KAM and CRO feedback
Delphi Compliance	Delphi Compliance 90%

PERSON SPECIFICATION

	ESSENTIAL REQUIREMENTS	DESIRABLE REQUIREMENTS
KNOWLEDGE AND SKILLS	Excellent verbal and written communication skills Computer literate and confident in MS Excel; Word and Outlook	Venue knowledge Knowledge of diary management systems
PERSONAL QUALITIES	Demonstrates a flair for people management Ability to inspire customer trust and confidence Ability to deal both on the phone and in electronic communications effectively with clients and venues and to gain support of internal colleagues Passionate about hospitality, sales and customer service Ability to multi-task, think fast and to deliver solutions to customer requirements	Have experience of managing small team Industry awareness Assertive, calm works well under pressure

	<p>Possess diplomacy, discretion and impartiality of judgment Creative in thinking and approach, Confidence, Enjoys a challenge, a good sense of humour, flexible and forward thinking to anticipate problems before they arise</p>	
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