



OPPORTUNITY

Conference and Events Sales Supervisor

Reference: R210380

Salary: £23,487 to £25,627 per annum

Contract Type: Fixed term for 12 months

Basis: Full Time (36.5 hours per week)

Job description

Job Purpose:

The position is responsible for overseeing the conference and events sales function within the hotel and conference centre, ensuring all event enquiries are converted to the highest level, in line with departmental standards and the external benchmarking/mystery shopper programme. As sales supervisor, you will lead on high value and key event enquiries to ensure proposals and contracts are prepared to a high standard, with the core objective of securing these bookings to achieve the venue revenue targets. You will be driven to ensure the venue responds promptly to all enquiries, with a consideration to yield management and diary planning. Conference Aston handles a varied mix of business events, corporate functions, Christmas party and wedding enquiries from many industry sectors. The role offers an excellent opportunity to supervise a busy sales function within one of Birmingham's largest residential conference and hotel venues.

Main duties and responsibilities

- ▶ To manage the enquiry desk with incoming calls, emails and enquiries from all external and internal sources for Conferences and Events, taking a lead role in converting enquiries to contracted bookings
- ▶ To actively work on the Property Management System and database to ensure all information is correctly loaded and recorded to enable efficient use of the system. To enter all enquires and chase activities on diary management system
- ▶ To ensure the effective use of the rate strategy and diary management is made to maximise revenue opportunities
- ▶ To ensure that information relating to client requirements is captured effectively for current bookings and for future reference
- ▶ To pass on sales leads and information on current and potential clients to the appropriate manager
- ▶ To work with sales and events team to convert pipeline business at the highest level, taking responsibility for the conversion of high value and key large events.
- ▶ To instil a conversion culture within the conference and events sales office, motivating the team to achieve sales and revenue targets
- ▶ To manage client enquiries through to contract stage, ensuring the handover to the events management team is flawless and supports operational delivery
- ▶ To assist callers with all detail relating to hosting their events at Conference Aston, advising on the all aspects of the event process. Including conference, meetings, training courses, corporate events, weddings, seasonal events and functions: Upselling additional services such as bedrooms, syndicate rooms, equipment, drink packages etc.
- ▶ To be familiar with the Conference Aston SOP for show rounds of prospective clients
- ▶ To provide general information for enquirers into the sales office, action necessary paperwork and chase

enquiries/contracts as requested by the Commercial Manager, always with a sales conversion focus

- ▶ As required, deputise for the Commercial Manager during periods of annual leave or absence, to ensure the guidance, conversion focus and daily management of the Conference and Events Sales Team is maintained to a high standard, during these periods
- ▶ As required, assist with telesales to existing and prospective clients to discuss Conference Aston and where possible arrange appointments for the proactive sales activities. This will be carried out with both agency and corporate clients across a spectrum of the business
- ▶ To carry out regular competitor price analysis to benchmark against, with a core focus on competitor venues operating in the same large, national/international residential and academic conference market.
- ▶ In coordination with the sales team, arrange and participate in familiarisation visits for prospective clients as a result of enquiries generated
- ▶ Take part in promotional activities, i.e. show rounds, agent visits
- ▶ To ensure all weekly/monthly reporting is delivered on time and to coordinate business reporting

Additional responsibilities

- ▶ Engage in continuous personal and professional development in line with the demands of the role, including undertaking relevant training and development activities to develop themselves and support the development of others.
- ▶ Ensure and promote the personal health, safety and wellbeing of staff and students.
- ▶ Carry out duties in a way which promotes fairness in all matters and which engenders trust.
- ▶ Promote equality of opportunity and support diversity and inclusion as well as working to support the University's environmental sustainability agenda and practices.

Person specification

	Essential	Method of assessment
Experience	<p>Experience of working within a target driven Environment</p> <p>Experience of working in a supervisory capacity within a sales team/department, coordinating or managing events, with a high level of detailed accuracy, from enquiry stage through to contracting</p> <p>Experience of working in a high quality, service driven environment. Experience working with property management systems (ie. Guestline/Rezlynx) or other CRM software systems or similar.</p>	Application form and interview
Aptitude and skills	<p>Excellent communication skills both written and spoken. Able to work flexibly and productively as part of a team and with minimal supervision.</p> <p>Good working knowledge of MS Office programmes (Excel, Word, PowerPoint and Outlook.)</p> <p>Ability to meet targets for departmental KPIs linked to service excellence and customer satisfaction.</p> <p>Customer focused approach – comfortable dealing with a wide range of people.</p> <p>Self-motivated, proactive, honest and trustworthy.</p> <p>Have strong planning and organisational skills.</p>	Application form and interview

	Desirable	Method of assessment
Education and qualifications	HND or similar in the hospitality industry or equivalent level of qualification.	Application form
Experience	Experience of working within a hotel, event venue or leisure industry sales function would be beneficial but not essential.	Application Form Interview

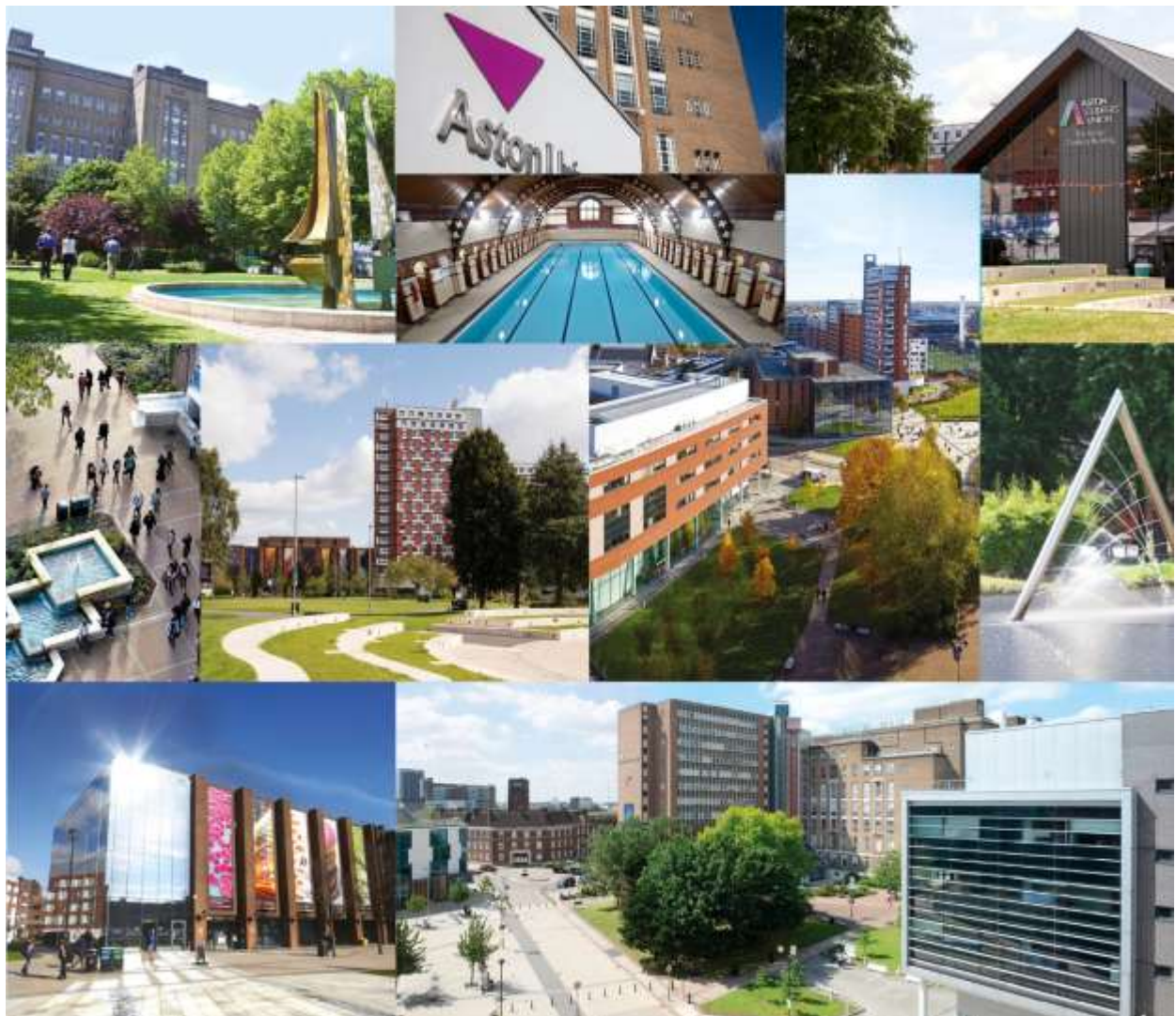
How to apply

You can apply for this role online via our website <https://www2.aston.ac.uk/staff-public/hr/jobs>.

Applications should be submitted by 23:59pm on the advertised closing date.
All applicants must complete an application form, along with your CV.

Any CV sent direct to the Recruitment Team and Recruiting Manager will not be accepted.

If you require a manual application form then please contact the Recruitment Team via jobs@aston.ac.uk.



Contact information

Enquiries about the vacancy:

Name: Paul Bunce

Job Title: Commercial Manager

Email: p.s.bunce@aston.ac.uk

Enquiries about the application process, shortlisting or interviews:

Recruitment Team via jobs@aston.ac.uk or 0121 204 4500.

Additional information

Visit our website <https://www2.aston.ac.uk/staff-public/hr> for full details of our salary scales and benefits Aston University staff enjoy

Salary scales: <https://www2.aston.ac.uk/staff-public/hr/payroll-and-pensions/salary-scales/index>

Benefits: <https://www2.aston.ac.uk/staff-public/hr/Benefits-and-Rewards/index>

Working in Birmingham: <https://www2.aston.ac.uk/birmingham>

Employment of Ex-Offenders: Under the Rehabilitation of Offenders Act 1974, a person with a criminal record is not required to disclose any spent convictions unless the positions they applying for is listed an exception under the act.

Eligibility to work in the UK:

Post-Brexit transition period / EU Settlement Scheme

The post-Brexit transition period ended on 31 December 2020. If you are an EU/EEA citizen and you were a resident in the UK before 31 December 2020, you and your family members (including non-EU citizens need to apply to the EU Settlement Scheme to continue to live, work and study in the UK beyond 30 June 2021. The deadline for applying to the EU settlement scheme is 30 June 2021. You can apply via the Government webpage <https://www.gov.uk/settled-status-eu-citizens-families>
Irish Nationals do not need to apply for settlement as they retain the right to work in the UK.

New immigration system for EU/EEA and Swiss Nationals who were not resident in the UK before 31 December 2020

A new immigration system has been introduced for people arriving in the UK from EEA countries with effect from 1 January 2021. In addition to those who have always required a visa, EU citizens moving to the UK to work will need to get a visa in advance. You can find more information on the following website. Candidates should check their eligibility to enter or remain in the UK in advance of making any job application via the UKVI website <https://www.gov.uk/browse/visas-immigration/work-visas>. Before applying you should ensure that you meet the requirements, including meeting the English Language requirements. If you do not meet the eligibility criteria, any application for a work visa would be unsuccessful.

If you require a visa to work in the UK the most common types of visa are:

Skilled Worker Visa

<https://www.gov.uk/skilled-worker-visa>

Global Talent Visa

If you are a leader or potential leader in one of the following fields you may be eligible to apply for a Global Talent Visa:

- Academia or Research
- Arts and Culture
- Digital Technology

Please click the following link for further information and to check your eligibility for this visa.

<https://www.gov.uk/global-talent>

Equal Opportunities: Aston University promotes equality and diversity in all aspects of its work. We aim to ensure, through our admissions policies for students, and our staff recruitment and selection processes that we encourage applications from all groups represented in the wider community at a local, national and international level.

The University will endeavour not to discriminate unfairly or illegally, directly or indirectly, against student or potential students, staff or potential staff. This commitment applies to all functions of the University and to any stage of an individual's career.

An Equal Opportunities Monitoring Form is included within the application form. Data you provide on the Equal Opportunities Monitoring Form will be included in a general database, for statistical monitoring purposes, enabling the University to monitor the effectiveness of its Policy, Codes of Practice and Guidelines on Equal Opportunities in Employment. Individuals will not be identified by name.

Data Protection: Your personal data will be processed in compliance with the Data Protection Act 2018 and the General Data Protection Regulation ((EU) 2016/679) ("GDPR"). The University's Data Protection Policy and Privacy Notices, including the Job Applicant Privacy Notice can be found at <https://www2.aston.ac.uk/data-protection>. Your application will only be used to inform the selection process, unless you are successful, in which case it will form the basis of your personal record with the University which will be stored in manual and/or electronic files. Information in statistical form on present and former employees is given to appropriate outside bodies.

Full details of our terms and conditions of service and associated policies and procedures are available online at <https://www2.aston.ac.uk/staff-public/hr/policies>

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