



IMPACT

Conference and Event Sales Coordinator

Reference: R220256

Salary: Grade 5, £20600 to £22847 per annum.

Contract Type: Continuing

Basis: Full time

Job Description:

Job Purpose:

The position requires a thorough understanding of administrative procedures and demonstrates confidentiality in dealing with business affairs. A key focus of this role is to work with the Commercial Manager and Conference and Events Sales Supervisor to coordinate enquiries in a busy sales office, converting business enquiries into confirmed bookings, maintain the property management system to the agreed standard, co-ordinate booking details as required and work with the sales, revenue and the events team to provide accurate and sales related customer support.

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.
- To actively work on the property management system 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 the property management system.
- To ensure the effective use of the rate strategy and diary management is made to maximise revenue potential.
- To ensure that information relating to client requirements is captured effectively in the property management system for all bookings.
- To pass on sales leads and information on current and potential clients to the appropriate sales and business development area.
- To propose and convert sales enquiries at the highest level.
- To manage client enquiries through to contract stage and into final function sheet sign off as required; liaising with the event planning, operations, and front of house teams, so that the operational delivery of the event can be undertaken to the highest standards.
- To assist callers with all detail relating to hosting their events at Conference Aston, advising on all aspects of the event process. Including conference, meetings, training courses, corporate events, weddings & functions: Upselling additional services such as bedrooms, syndicate rooms, equipment, drink packages etc.
- To be familiar with the Conference Aston SOP (standard operating procedure) for show rounds of prospective clients and to carry these out as directed.
- To provide general information for enquirers into Conference Aston, action necessary paperwork and chase enquiries/contracts as requested by the Commercial Manager, Conference and Events Sales Supervisor or Operations Manager, always with a sales conversion focus.
- On occasion support the Conference and Events Sales Supervisor and or Commercial Manager with telesales to existing and prospective clients to discuss Conference Aston and where possible arrange appointments for the Sales team.

This will be carried out with both agency and corporate clients across a spectrum of the business.

- Support the co-ordination of the weekly function sheet if required.
- To coordinate the Christmas Party bookings, deposits and administration.
- To carry out regular competitor price analysis to benchmark against.
- In coordination with the sales team, arrange and participate in familiarisation visits for prospective clients as a result of enquiries generated.
- Take part, as required, in promotional activities, i.e.: show rounds, agent visits
- To ensure any weekly/monthly reporting is delivered on time and to coordinate business reports.

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>Sales experience ideally in a hotel, conference or events environment.</p> <p>Experience of coordinating events, such as conferences, weddings or functions.</p> <p>Experience of working in a customer focused, target orientated/ sales environment and delivering high levels of conversion and customer satisfaction.</p> <p>Administration experience in an office environment.</p>	Application form and interview
Aptitude and skills	<p>Excellent communication skills both written and spoken.</p> <p>Able to work productively as part of a team and with minimal supervision.</p>	Application form and interview

	Essential	Method of assessment
	<p>Good working knowledge of MS Office programmes (Excel, Word, PowerPoint and Outlook.)</p> <p>Ability to meet deadlines and sales targets.</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 time management, planning and organisational skills.</p>	

	Desirable	Method of assessment
Education and qualifications	HND or similar in the hospitality industry.	Application form
Experience	<p>Proven experience in sales, marketing environment within hotels or leisure industries.</p> <p>Experience working with a hotel property management software system, such as Guestline, Reslynx or similar, would be advantageous.</p>	Application form and interview

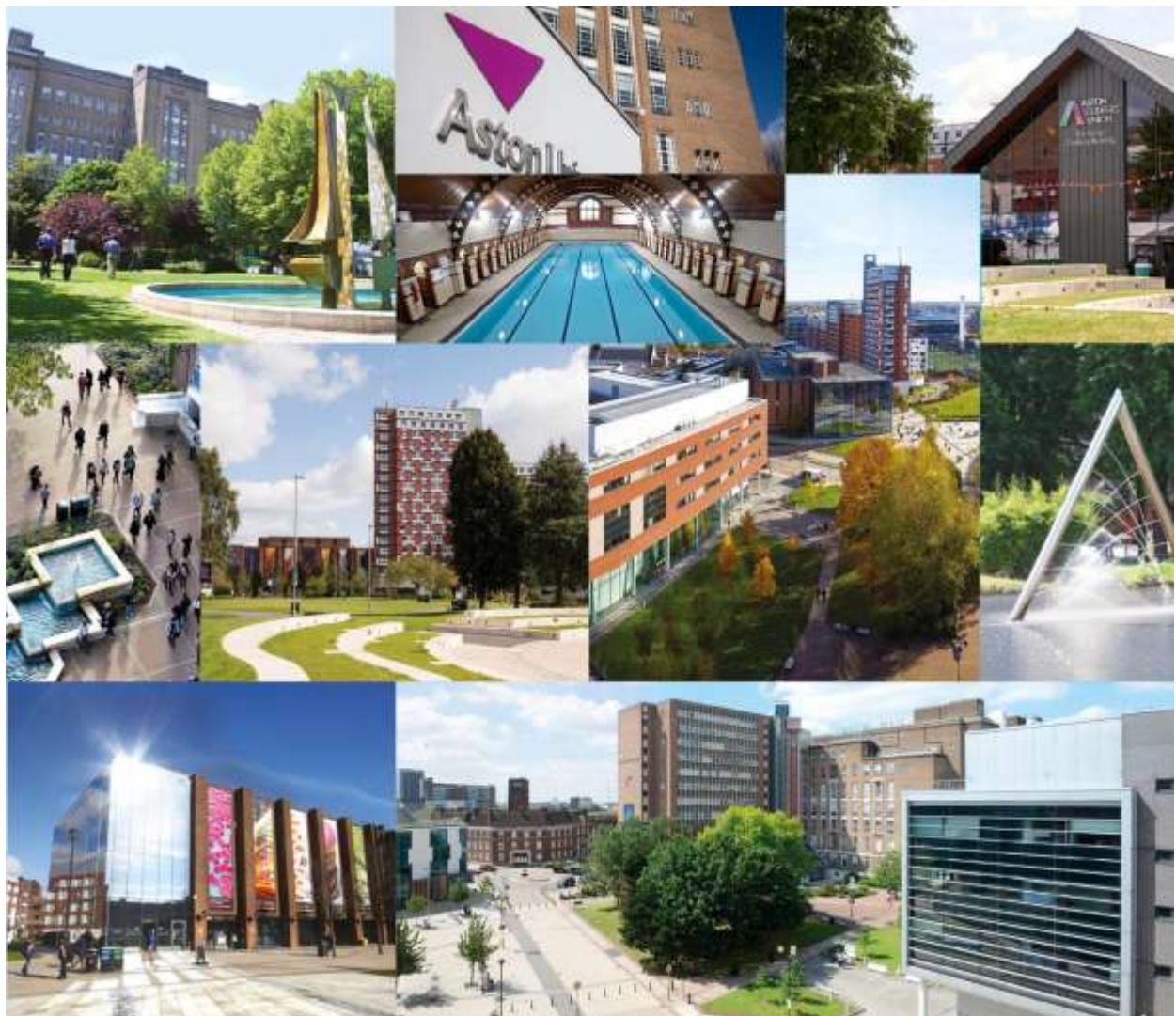
How to apply

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

Applications should be submitted by 23.59 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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**Where change
gets real.**