



JOB DESCRIPTION

Job title: Conference and Events Coordinator

Permanent Position

1. Job purpose

Respond to all incoming enquiries for conferences, meetings and other events and convert into contracted business. Carry out full coordination and event management activities of all contracted business for handover to the operations team.

2. Duties and Responsibilities:

- a. Working with the reactive sales team, respond to all enquiries in an operational capacity, follow sales leads and convert to contracted bookings.
- b. Proactively sell all imago services and facilities, maximising all revenue opportunities.
- c. Work to monthly targets set individually and as part of the overall conference and event sales target.
- d. Track all enquiries for lead source and obtain information to profile companies.
- e. Carry out the revenue and capacity management strategy as directed by the Revenue Supervisor.
- f. Communicate effectively with customers, colleagues and other departments within the imago team.
- g. Competently carry out all procedures put in to place by the Conference Sales Manager.
- h. Work to a high degree of accuracy ensuring that all events and documents are professionally organised and presented to the end user.
- i. To be self-sufficient in all aspects of administrative systems associated with the position.
- j. Ensure we maintain a solid base of business through correspondence checks, effective chase systems, guaranteed bookings and implementation of the company's credit policy.
- k. Develop and develop customer relationships, especially by telephone contact. Enter all information onto the KX system and communicate details to the relevant parties.





- l. Negotiate rates in line with the revenue strategy as directed by the Revenue Supervisor, and office management team.
- m. Meet personal objectives agreed with the Conference Sales Manager, working to develop and achieve individual and team targets.

3. Other related activities and functions

- n. Attend all relevant imago sales and operational meetings.
- o. Where required, assist with the hosting of familiarisation trips and events to promote imago to external and internal clients. This may involve working outside of normal office hours and locality. Such additional hours may be paid back in lieu and will be at the discretion of the post holders line manager.
- p. Carry out any reasonable request made by the Conference Sales Manager and Head of Sales & Marketing.

4. Special conditions

- q. The Conference and Event Coordinator post is divided into two key areas; enquiry handling and event coordination. The post holder will be required to specialise in one of these areas.

5. Organisational responsibility

- r. Meetings and Events Manager





PERSON SPECIFICATION

Job Title: Conference and Event Coordinator

| | Essential or Desirable |
|---|---|
| <p>Experience</p> <ul style="list-style-type: none"> • One year's proven experience working as a conference and event coordinator (or similar role) • Experience of working to sales performance targets • Experience of working as part of a team • Previous experience of using a computerised booking system. • Previous operational experience within a hotel, academic venue or conference centre | E D E D D |
| <p>Skills and abilities</p> <ul style="list-style-type: none"> • Strong administration, IT and telephone skills • Strong numerical skills and financial awareness, ability to accurately calculate detailed quotations, cancellations, deposit and payment terms. • Excellent planning and organisational skills with a concern for thoroughness and accuracy • Ability to prioritise workload and meet deadlines • Strong attention to detail, especially in relation to client requirements, quotations and contractual issues • Resourceful with ability to work using own initiative, prioritise tasks and meet deadlines • Ability to work well individually and as part of a team • Excellent communication, negotiation and interpersonal skills • Understanding of Yield management • Experience in using Kinetics Events and Residential computer packages • Ability to make decisions and deal with complex situations • Enjoy working to objectives and sales targets | E E E E E E E D D E E |
| <p>Training</p> <ul style="list-style-type: none"> • Relevant sales training (e.g. showround skills, effective enquiry handling, negotiation skills, advanced telephone training) • A willingness to undertake further training as appropriate and to adopt new procedures as and when required | D D |





Education

- Educated to GCSE level (or equivalent) must have a least Grade C in English Language and Maths
- Educated to degree level or equivalent relevant experience
- A business or hospitality qualification

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