



# IMAGO

## VENUES

### Job Description

**Job Title:** Reservations Coordinator

**Reports to:** Reservations Team Leader

**Responsible for:** Coordination reservation activities within the Sales Office

**Hours of Work:** 08.30-17.00 or 09:00 – 17:30  
37.5 hours per week Monday to Friday

#### 1. Job purpose

- a. To co-ordinate reservation activities for all Imago facilities in order to optimise occupancy levels in line with business strategy and as directed by the Head of Sales & Marketing.

#### 2. Job duties

- a) Working to weekly occupancy and revenue targets, co-ordinate and proactively sell available bed space for all Imago facilities in line the with business strategy and in adherence to the revenue management policy.
- b) Negotiate rates in line with the revenue management policy and under the direction of the Meetings and Events Manager.
- c) Monitor both achieved and forecasted occupancy levels against target, and report accordingly to the Conference Sales Manager. Agree and carry out appropriate actions in light of business levels and market demand.
- d) Respond accordingly to all reservations enquiries in an operational capacity, follow through sales calls and convert to guaranteed / contracted bookings.
- e) Co-ordinate activities between the sales office, Burleigh Court reception and the campus reception departments.

- f) Liaise directly with the various housekeeping departments regarding rooms status, special guest requirements, room allocations and any other requirements needed to service business/ guest needs.
- g) Adhere to the booking and office procedures as directed by the Meetings and Events Manager. Working to a high degree of accuracy ensuring that all reservations are inputted correctly and documents are professionally organised and presented to the end user.
- h) Track all enquiries for lead source and obtain information to profile contacts and companies in line with the Customer Relationship Management Policy.
- i) Working in conjunction with the conference co-ordinators, proactively sell all Imago services and facilities, maximising all revenue opportunities. Meet monthly sales targets set by the Meeting and Events as part of the overall conference and event office target.
- j) Provide assistance to the co-ordination team with the collation of rooming list details for all event types. Inputting conference rooming lists for Burleigh Court and Link Hotel directly onto the system and allocating rooms accordingly.
- k) Implement and carry out initiatives to increase bedroom occupancy levels using promotional activities, online booking and GDS systems and through developing local corporate and leisure business.
- l) Implement and proactively sell all current and promotional packages. Have knowledge of all rate agreements. Monitor and report accordingly on business volumes achieved during contracted period. Forward all new business leads for development.
- m) Develop and maintain a database of clients for the bed and breakfast market. Profile against market segmentation, business type and buying habits. Ensure a usable database for targeted promotional activities
- n) Have detailed knowledge of competitor hotels, their facilities and rates. Monitor competitor bed and breakfast rates and promotional activities. Provide a weekly report to the Meetings and Events Manager.
- o) Build a working relationship with competitor hotel reservations departments. Co-ordinate a commission based cross referral system. Track business volumes and report accordingly to the Meeting and Events Manager.
- p) Build strategic point of sales relations with key Business Travel Agents in relation to corporate bed and breakfast bookings.
- q) Attend all relevant Imago sales and operational meetings.
- r) Where necessary and as directed by the Head of Sales & Marketing, assist with the hosting of familiarisation trips and events to promote Imago to external and internal clients.

- s) Carry out any reasonable request made by the Meetings and Events Manager, Head of Sales & Marketing.
- t) All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to Imago's Health, Safety and Environmental Policies and Procedures.
- u) To undertake such other duties as may be reasonably requested and that are commensurate with the nature and level of the post.

**3. Points to note**

- a) All duties must be carried out in a manner that supports Imago's commitment to equality and diversity.
- b) The post holder may be required to work outside of normal contracted hours if necessitated by the exigencies of the business.
- c) The purpose of the job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.
- d) All duties must be carried out in accordance with relevant Health and Safety legislation and Imago's policies and procedures.

The above is designed to help you in the understanding of your role and is not intended to be a definitive list of your duties as flexibility in meeting company and guests' needs is required by all employees.

I confirm that I have read and agreed this job description which explains the main duties of my job.

Signed: \_\_\_\_\_ (job holder)

Print name: \_\_\_\_\_

Date: \_\_\_\_\_

## Person Specification

**Job Title:** Reservations Coordinator

|                                | <b>Essential</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Desirable</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Experience and Training</b> | <p>Liaison and interaction with accounts, sales and customer service departments</p> <p>Upselling knowledge</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <p>At least one years' experience in a reservations office within the hotel and conference industry or a busy volume driven 3/4 star hotel front of house operation</p> <p>Experience in working to objectives and sales targets</p> <p>Experience with on line booking systems e.g. GDS</p> <p>Experience with CRM policies and proactive sales calls</p>                                                                                                      |
| <b>Skills and Abilities</b>    | <p>Strong administrative, IT, telephone and numerical skills</p> <p>Excellent communication and interpersonal skills. Ability to build rapport, establish good working relationships, and instil confidence with potential and existing clients</p> <p>Resourceful with the ability to work on own initiative</p> <p>Team player</p> <p>Strong planning skills required to manage time, prioritise workload and meet deadlines. Ability to work on more than one task at a time</p> <p>Data entering quotations</p> <p>Strong attention to detail, especially in relation to client requirements, quotations and contractual issues</p> | <p>Knowledge of working in a university, hotels and/or dedicated conference venues</p> <p>Familiar with in house computerised event management and reservation systems</p> <p>Experience in using Kinetics Events and Residential computer system</p> <p>Commercial perspective of the conference and events industry</p> <p>Use initiative to ask questions and query systems in place</p> <p>Experience in yield management, sales and negotiation skills</p> |

|                                    |                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                               |
|------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                    | <p>Good numerical skills, ability to accurately calculate detailed quotations, cancellations, deposit and payment terms</p> <p>Enjoy working to objectives and targets set in a sales environment</p> <p>Discretion and confidentiality</p> <p>Initiative and self-motivated</p>                                                     |                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Qualifications and Training</b> | <p>Educated to at least GCSE grade C standard in core subjects i.e. English and Maths</p> <p>Computer literate – keyboard skills and familiar with Microsoft Office software and email</p> <p>A willingness to undertake further training if and when required</p> <p>A willingness to adopt new procedures as and when required</p> | <p>Hospitality certificate, diploma or degree</p> <p>Knowledge of KX</p> <p>Welcome to Excellence or similar customer service qualification</p> <p>Evidence of training in the following areas:</p> <ul style="list-style-type: none"> <li>• Yield management or profitable enquiry handling</li> <li>• Customer relationship management</li> <li>• Telesales</li> <li>• Customer service training</li> </ul> |
| <b>Other</b>                       | <p>Well presented with a pleasant and courteous manner</p> <p>Flexible, able to work shifts and weekends (own transport)</p> <p>Excellent English</p> <p>To observe Imago's Equal Opportunities policy at all times</p> <p>Will be required to wear corporate wear supporting the professional image of the organisation</p>         | <p>Experience in a similar role</p> <p>Effective team player</p> <p>Second language</p>                                                                                                                                                                                                                                                                                                                       |