



JOB DESCRIPTION FOR SALES COORDINATOR

August 2026

A list of job duties associated with your job title is set out below. This job description is non-contractual, and the Company reserves the right to amend, withdraw or depart from its provisions at its discretion. Subject to the Company's business requirements you may be required from time to time to undertake other work within your capacity and the Company reserves the right to amend the job title and/or job description from time to time, on a temporary or permanent basis, to reflect your own development or the Company's business needs.

Job Title	Sales Coordinator
Band	B3
Team	Commercial team
Purpose of role	To sell Imago Venues facilities and services, responding to all incoming enquiries and proactively securing contracted business. To accurately coordinate all booking details from the initial enquiry to the point of delivery.
Reports to	Events & Reservations Sales Manager
Manages	n/a
Main duties	• Respond to all incoming enquiries and proactively secure new and repeat sales for all venues within the portfolio. • Prepare accurate and professional quotations/proposals, and contracts to send to clients. • Conduct onsite customer showrounds and pre-event meetings with clients. • Proactively follow-up on all enquiries to ensure maximum business conversion. Use sales techniques to maximise revenue, occupancy, and rate. • Coordinate all contracted events, ensuring all details are accurately inputted into our in-house systems. • Foster client relationships and be a key point of contact for their enquiry and event needs. • Attend weekly meetings with the venue operation teams and accurately communicate up and coming event requirements. • Ensure all event billing information is accurately recorded and processed ready for invoicing.



Imago Venues
Loughborough University
Leicestershire
LE11 3TD

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	• Support with pre and onsite event management requirements including delegate registration, when required. • Carry out proactive telesales and business conversion calls to support the Business Development Team with any proactive sales requirements.
People skills	• Excellent communication skills, both verbal and written. • Great interpersonal skills with the ability to build and maintain strong relationships. • Good commercial awareness and a desire to get results. • An inherent passion for always delivering fabulous customer service. • A strong team player who is kind, caring and accountable.
Technical skills	• Strong persuasion, influencing and negotiation skills. • Experienced administrator with strong IT and telephone skills. • Strong numerical skills and financial awareness. • Excellent planning and organisation skills, with strong attention to detail. • Resourceful with the ability to work under pressure in a fast- paced environment, prioritise tasks and meet deadlines.
Qualifications	• Experience in a similar role • Relevant sales, enquiry handling and event management training • Educated to GCSE level with Grade C or above in English Language and Maths (or equivalent).

I have given a copy of the above to (insert name) and have explained all aspects of it.

Name of Manager (please print)

Signature of Manager

Date

I confirm that I have been taken through the above, understand it and have received a copy of it.

Employee name (please print)

Signature of employee

Date



Burleigh Court



Holywell Park



The Link Hotel



Loughborough Campus



Elite Athlete Centre & Hotel

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