



Job Description

Title:	Meeting & Events Sales Manager
Reports to:	Sales Manager
Area/Department:	UK & Ireland / Meeting & Events – Ramada Plaza Wrexham
Position Managed:	Meetings & Events Sales Co-ordinator
Salary:	Dependent upon experience

Job Scope

As Meeting & Events Sales Manager, you will manage the effective operation of the Meetings & Events Sales department to maximise sales for the hotel. You will promote and sell all facilities of Ramada Plaza Wrexham in order to maximum revenue opportunities through execution and maintenance of all sales strategies implemented by the Revenue Manager and Sales Manager. As Meetings & Events Sales Manager you will be responsible for managing and motivating a team of one by actively guiding and directing to ensure consistency of brand standards and a high level of performance and service delivery. You will work very closely with Reservations Manager and as a team member within the sales office.

Key Relationships

Sales Manager, Revenue Manager, Reservations Manager, Team members, General Manager, & hotel guests. Liaise with key departments – in particular Front Office, M & E Operations, Head Chef.

Key Job Responsibilities

- ◆ Manage the operations of the Meetings & Events department.
- ◆ Attend Operations meeting.
- ◆ Convert all Meetings & Events enquiries into bookings on the phone, in person, by letter or email.
- ◆ Process all contracts using Rezlynx, record all enquiries, manage chase system
- ◆ Take and process all conference enquiries
- ◆ Operate a timely chase system for all enquiries
- ◆ Maintain and increase business from existing reservation clients through effective use of follow up system
- ◆ Ensure all rates match the business needs on a daily, weekly and monthly basis
- ◆ To check historical users from previous bookings and contact on a monthly basis to provide sales leads which the team can convert into bookings
- ◆ Manage, and lead the team on implementing a Christmas calendar of events, through to marketing, booking process and payments.



- ◆ To identify on a weekly basis from local press advertising and any other advertising source, those companies who may have business for the hotel and pass onto the Sales Manager
- ◆ To actively seek all opportunities to increase Meeting & Events sales
- ◆ Calling of potential sales leads to generate bookings
- ◆ To check all written correspondence for special requirements and ensure the correct information is given to the relevant departments
- ◆ Ensure the hotel credit policy is strictly maintained by adhering to the procedure in place
- ◆ Ensure all conference files are up to date and maintained
- ◆ To manage sales activities which may include: Mail Shots, Cold Calling, Promotions, Appointments, Training, Show-rounds and any other activities beneficial to the sales team
- ◆ Be aware of the business in house and arriving, Meet and Greeting of your clients
- ◆ To keep Revenue Manager of any alternations to reservations which may affect revenue projections
- ◆ Prepare reports using both computerised reservation system and other computer software such as Word and Excel.
- ◆ Forecasting weekly and 3 monthly.
- ◆ Attend Sales meetings.
- ◆ Training and development of Meetings & Events Sales Coordinator including appraisals and on-job training.

Self-Management

- ◆ Comply with hotel rules and regulations and provisions contained in the employment handbook.
- ◆ Comply with company grooming and uniform standards.
- ◆ Comply with timekeeping and attendance policies.
- ◆ Actively participate in training and development programs and maximise opportunities for self-development.
- ◆ Be able to promote the hotel (QN Hotels and InterContinental Hotels Group generally) products and services.
- ◆ Maintain a high level of product and service knowledge about all QN Hotels properties



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.