



JOB DESCRIPTION

JOB TITLE: Event Co-ordinator

SALARY:

BRIEF OUTLINE

The post-holder will be responsible for meeting a monthly and annual sales target by converting incoming Conference and Banqueting enquiries into confirmed events whilst maximising all opportunities. Duties will include writing proposals, meeting clients, converting bookings and co-ordinating all details relating to events. Activity Reports will need to be prepared.

MAIN DUTIES

In-coming enquiries

- To respond quickly and efficiently to all in-coming sales enquiries, by telephone, fax and email, ensuring the client receives the appropriate information about our facilities
- To follow up all enquiries in a timely manner, preparing proposals where necessary, and facilitating show rounds with potential clients in order to display our facilities.
- Contracting bookings, raising invoices, and debt collection.
- Co-ordinating all details for the client, including food and beverage, and up-selling where possible e.g AV equipment, animal encounters, entertainment, theming, etc.
- Responding to and co-ordinating internal meeting and event requests when appropriate.
- Assist in implementing the sales and marketing strategy as set by the Sales Manager, and in association with the contracted banqueting caterers; including strategies for encouraging repeat business and up-selling.

Sales

- Generation of new enquiries through securing repeat business and referral business from current clients – including calling some key clients on a quarterly basis.
- Development of new business/increased product awareness through attendance at trade shows, exhibitions, and networking events.
- Assisting in implementing the sales and marketing strategy as set by the Sales Manager, and in association with the contracted banqueting caterers

Administration

- To record the progress of all enquiries and translate into reports, including source of business trends, enquiry conversion rates, predicted sales for your events, and any other reports as directed by the Sales Manager.
- Ensure an efficient tracking system of all event paper-work.
- Maintenance of your e-newsletter client database – updating where necessary to allow effective promotions.
- Completion of your activity sheet including hours worked, confirmed events, show rounds, etc.

Other

- To liaise at all times with all team members and work as a team to reach targets set by the Sales Manager and Head of Catering
- To build good relationships with all ZSL departments.

- To provide input and ideas into marketing initiatives and subsequently promote these initiatives and monitor responses
- To work closely with the on-site Caterer at ZSL London Zoo and to develop and maintain relations with specialist caterers
- To wear appropriate business dress at all times.
- To constantly promote the conservation message of the Zoological Society of London.

KNOWLEDGE AND EXPERIENCE

VOCATIONAL AND TECHNICAL SKILLS: Advanced Word, Excel, and internet computer skills preferable

EXPERIENCE: The ideal candidate will have a Hospitality related HND or equivalent qualification. A minimum of one years experience in a sales or events role in a conference and banqueting environment is required. Sales negotiation skills would be advantageous.

INTERPERSONAL SKILLS: The job holder is the first point of contact for the client experience and must therefore create a positive and enthusiastic first impression. They must be willing to work as a team, communicating with their own department, caterers and other departments of the Zoo at all times. The job holder must have a confident yet assuring manner with clients at all times. Good telephone and face to face personal skills are essential. Excellent oral and written communication skills are required in order to make the client experience a success.

RESPONSIBILITIES

HUMAN RESOURCE MANAGEMENT: This post has no responsibility for managing others.

PHYSICAL RESOURCE MANAGEMENT: This post is rarely demanding in terms of physical labour but may on occasion require assistance in moving furniture at the last minute in accordance with client requests

COMMUNICATION: The jobholder will need to communicate politely and responsibly with our clients, also with all team members, other departments in the Zoo and all caterers/suppliers.

LIAISON: The jobholder will be required to liaise closely with all members of the catering department and associated caterers. Good liaison with other departments is also required.

CONFIDENTIALITY: The job holder is privy to confidential information held on our databases and must exercise discretion when handling personal information including client's bank details.

MENTAL DEMANDS

JUDGEMENT AND DECISION MAKING: The jobholder will sometimes be required to make quick decisions relating to client requests. The job holder must be assertive in doing this but must also know when to advise that an immediate decision cannot be made – rather than promising something that cannot be delivered

ORIGINAL THOUGHT AND PROBLEM SOLVING: The jobholder will need to liaise well with all team members to ensure that the optimum solution is given to any problem which might arise.

CONCENTRATION: attention to detail is essential at all times to ensure the highest standard of customer satisfaction. Time management is of the essence and the job holder must be confident that they can deal with a number of things at any one time and constantly re-evaluate priorities

FLEXIBILITY: The jobholder must be flexible in terms of working hours as business demands can often change at the last minute. The role is generally business hours, however some evening and weekend work will be required.

WORKING CONDITIONS: this position is office based but will involve on-site visits with clients, duty management on occasion and some meetings off site. Some occasions may involve work as a lone worker.