

Overall Purpose of the Role

To drive business opportunities and maximize both race day and non race day business by increasing venue sales by soliciting new meeting and event business from all target markets and organically grow allocated existing key accounts in accordance with the sales and marketing plan.

The job incumbent should have previous experience in the hospitality industry either in a venue/hotel or agency role.

The successful candidate will be proactive and achieve results in a fast paced environment. This role reports directly into the Sales and Events Manager.

Sales Duties Include

- Being commercially aware & keyed into changes within the industry
- Achieve monthly KPIs and targets as set out by the Sales and Events Manager
- Research and target specific market segments through sales activities to deliver revenue targets.
- Seek and follow leads to acquire new business and drive the cycle from prospecting to closing sales
- Develop and maintain a database of existing and potential customers, identifying new business opportunities and following up on existing leads
- Fully proficient in the sales process chasing leads, closing the sale, contract negotiations, client visits, event brief
- Issuing invoices and following up on payments
- When requested, to present the venue at networking events, trade events and client evenings
- Implement the sales and marketing business development strategies as set out by the sales and events manager
- Utilise Salesforce/ Delphi to maintain the client database and all account information and sales activities
- Be a proactive team player with an established knowledge of the industry
- Monitoring reactive enquires via phone and email.
- Sending out proposals and follow ups.
- Negotiating and contracting new business.

Event Management Duties Include:

- Responsible for the successful execution of events from initial enquiry through to completion and follow up.
- Communicating with all departments within venue on event details and plans
- Diary management will be a crucial aspect of the role
- Maintain excellent communication lines with all other functional departments within the business
- A passion for excellent customer service
- Fully proficient in the event process client visits, event brief issue, deposit collecting and billing follow up as required
- Excellent planning and organisational skills with a high attention to detail
- Managing BEO's and supporting the full sales team in an administrative capacity.

Ideal Candidate:

- Equally passionate about the sales process and event management
- Be self-motivated and pro-active in seeking out new business and building relationships
- Creative thinker who is a problem solver
- Advanced written and verbal communication skills with fluent English
- Excellent planning and organisation skills
- Experience in Delphi is desirable but not essential
- Good communicator who enjoys meeting with new people and embracing new opportunities
- Highly organised and proficient in using Microsoft Office programs
- Enthusiastic and approachable personality
- Must be a team player with the ability to multi task
- Be courteous and focused on providing a consistently high standard of service
- Must be process driven and detail orientated
- Diploma level qualification in Business / Hospitality related discipline would be a distinct advantage
- Minimum 2 years' experience in a proactive sales environment preferably in venue/hotel/agency
- Flexibility with work schedule, working 5 days over 7
- Must have a full, clean driving licence and be able to travel between venues.