

# ROYAL BOROUGH OF WINDSOR AND MAIDENHEAD

## Job Accountabilities

<b>Job Title:</b> Sales & Events Coordinator (Windsor Guildhall)	<b>Job number:</b> WM0265
<b>Service Area:</b> Communications	<b>Team:</b> Sales & Events (Windsor Guildhall)

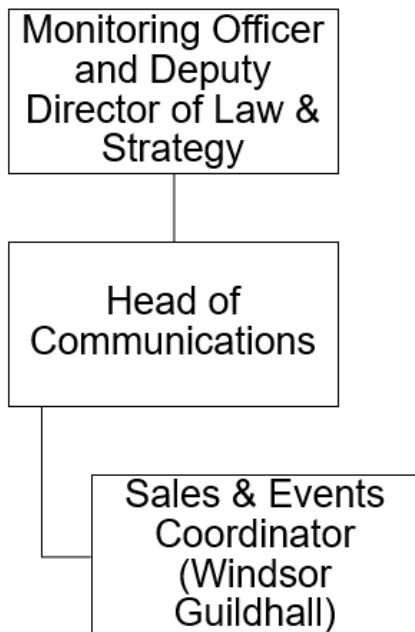
### JOB PURPOSE

To maximise commercial revenue at Windsor Guildhall through an increase in meetings, events, weddings and civil partnerships.

To use all appropriate sales and marketing channels to drive business to reach and exceed set revenue targets.

To manage bookings from initial enquiry to post event follow-up, liaise with internal and external clients as well as suppliers while always delivering excellent customer service.

### POSITION WITHIN SERVICE STRUCTURE



### JOB ACCOUNTABILITIES

**Service delivery accountabilities**

- Manage enquiries and bookings for all events at the Windsor Guildhall, using phone and email. Manage the Guildhall diary keeping it up to date with internal and external bookings.
- Use a client orientated sales approach to gain more business for the venue. Lead viewings and client meetings to develop events at the Guildhall. Maintain accurate notes and records of each event taking place.
- Display strong communication skills and ensure that clients, and stakeholders are kept informed, always displaying high levels of customer service.
- Drive new business and maximise selling opportunities by adding customer value at every opportunity so that revenue targets are met and exceeded.
- Proactively market the Guildhall as a leading venue for weddings, meetings and events in Berkshire and the South East, using its history, heritage and location as key selling points to attract appropriate clients.
- Create and implement an annual sales and marketing plan, in conjunction with the communications and marketing team, to include targeted activity which would increase income generation.
- Make use of existing sales group meetings and local business partnerships to develop strategic local partnerships.
- Ensure all web listings for the Guildhall are up to date.
- Develop social media marketing plans, demonstrating an ability to evaluate the results.
- Think creatively to discover new and exciting ways to market the venue.
- Be fully responsible for the administration of meetings and events at the Guildhall, making sure that all records are up to date and accurate.
- Be the main point of call for events at the Windsor Guildhall, demonstrating a keen eye for detail and ensuring that high standards are maintained throughout. Problem solve, if needed for all events that are organised with the Guildhall.
- Working with internal partners, including facilities staff, cleaners, museum staff, etc to ensure that the clients needs are placed first and that the venue is able to deliver.
- Assist, where required, in the physical set up of events, accept deliveries and help in the tidy up afterwards.

**Standard accountabilities/responsibilities that apply to all council staff or specific groups are set out in the Employee Handbook; these include:**

- Corporate management
- Information governance compliance
- Whistleblowing
- General Safeguarding Statement
- Project and work management
- Working in a team
- Risk management including Health & Safety
- Business continuity
- Equality of Opportunity
- Our corporate values
- Budget management
- Specific responsibilities for managers.

Local operating procedures and specific activities/tasks will be supplied by the service.

Person specification

Key Criteria	Essential	Desirable	How assessed
<p>Qualifications and training</p>	<p>Excellent written English and oral communication.</p> <p>Computer literate with experience of Microsoft programmes.</p>		<p>Application/interview</p>
<p>Job Competence summary (knowledge, skills, abilities, experience)</p>	<p>Proven marketing experience within a sales team in the hospitality and/or leisure industry.</p> <p>Excellent organisational skills, particularly when dealing with complex customer requirements and the ability to stay calm in stressful situations.</p> <p>A keen eye for detail and ability to produce high quality, accurate working in tight timescales with limited supervision.</p> <p>A welcoming and helpful approach when dealing with clients in person or over the telephone.</p> <p>Ability to respond to all inquiries efficiently and accurately.</p> <p>Ability to calmly and professionally communicate with clients over the telephone and in person.</p> <p>Ability to work and manage multiple events in a fast-paced environment.</p>	<p>Financial awareness to produce and monitor budgets.</p> <p>A practical knowledge of digital and social media marketing tools.</p>	

<p>Other requirements (eg unsocial hours working, driving licence, fit to drive Council vehicle etc)</p>	<p>Evening and weekend work when necessary.</p>		
<p>This post has been identified as customer facing in accordance with Part 7 of the Immigration Act 2016 and therefore the council's English language fluency standard applies.</p>	<p>The ability to converse at ease with the public, answer questions and provide advice, including the use of specialist terminology relevant to the job role/profession and where necessary for an extended period of time.</p>		<p>The competent answering of interview questions in English.</p>