



## **Job Description : Ten Square Hotel - Senior Events Manager**

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### **Summary of Role**

To lead the hotel Events Team in achieving departmental goals and objectives of customer satisfaction and revenue targets.

### **Reports to**

Group Sales and Marketing Manager

### **Responsible for**

- Creating the strategy and objectives for the Events department to deliver in the overall financial objectives of the hotel
- To deliver high standards of customer service throughout the sales negotiation, planning, delivery and follow up stages
- Management and development of the Events team personnel

### **Job Duties**

#### **Primary Duties & Responsibilities**

- Management of the day to day operations of the department
- Ensuring sufficient resources for the effective function of a busy sales and events office. This will ensure the timely answering of all enquiries by telephone, email and an ad-hoc 'walk-in' nature. Completion of all scheduled client appointments
- Delivery or collation and dissemination of all information for/from relevant weekly hotel meetings
- Delivery of hotel showcases for the market segments of: Weddings, Corporate clients
- With market research create offerings that are continuously meeting the demand of the potential market segments of Weddings, Conferences, meetings and social gatherings.
- Contribute to the delivery of an effective sales process from sales generation, sales leads follow up, and converting sales leads, revenue maximization and the development of loyal repeat custom
- Management and organization of the secured business and the planning process delivery by the Events team personnel.
- Effective communication of all planned events to the operational departments of the hotel
- Completion of all financial transactions, ensuring that all revenues are collected for services delivered.

- Ongoing customer relationship management, including acquisition of customer feedback, and dissemination to the relevant hotel departments. Implementation of feedback to ensure continuous improvement of offerings. Creating opportunities for future revenue from each customer
- Reporting of weekly and monthly revenue generation and departmental goals to the senior management team
- Professional Development of team members

### **Occasional Duties**

- External Sales activities such as door to door campaigns, Wedding shows, industry events
- External training events

### **Executing Event Operations**

- Solve problems and/or suggest alternatives to previous arrangements if necessary.
- Leads pre-event and post-event meetings for assigned groups.
- Identifies operational challenges associated with his/her group and works with the property staff and customer to solve these challenges and/or develop alternative solutions.
- Manages customer budgets to maximize revenue and meet customer needs.
- Oversee customer experiences from file turnover through the post event phase until turnover back to sales.
- Manages group room blocks and meeting space for assigned groups.
- Adheres to all standards, policies, and procedures.
- Celebrates successes and publicly recognizes the contributions of team members.

### **Executing the Sales and Marketing Strategy**

- Up-sells products and services throughout the event process.
- Participates in customer site inspections and assists with the sales process when necessary.
- Acts as liaison between field sales person and customer throughout the event process (pre-event, event, post-event).

### **Managing Profitability**

- Manages revenue and profitability associated with events.
- Forecasts group sleeping rooms and event revenue (catering and audio-visual) for his/her groups.
- Reviews billing and payments with clients.

### **Providing Exceptional Customer Service**

- Interacts with guests to obtain feedback on product quality and service levels.
- Handles guest problems and complaints.
- Follows up with customer post-event.
- Strives to improve service performance.
- Sets a positive example for guest relations.

- Reviews comment cards and guest satisfaction results with associates.
- Coordinates and communicates verbally and in writing with customer (internal and external) regarding event details
- Performs any other relevant duties as required by the business

### **Skills & Specifications**

- The ability to use IT platforms commonly used in hotels, including Event booking systems, Hotel property management systems.
- The ability to produce professional sales reports and presentations, using Power Point or equivalent tools
- Strong interpersonal skills required: Suitable candidates must be articulate and professional in verbal and written communication. Candidates must be able to show empathy with clients and colleagues
- The skill to set personal development plans for the team members
- Ability to negotiate with clients both for financial and customer service gain
  
- The candidate will be educated to a 3<sup>rd</sup> level qualification
- Minimum 5 years Hospitality Events Department experience