

## Job Description - Sales & Conference Services Administrator

**Reporting to (First Level): Sales Managers (SM)/ Conference Services manager (CSM)**

**Reporting to (Second Level) : Director of Sales & Marketing (DOSM)**

### Job Summary

The Sales & Catering Administrator will provide support to the Sales & Conference Services team with the preparation contracts, proposals and agreement in addition to booking and arranging the catering details for all groups confirmed by the hotel. The Sales & Catering Administrator will also manage the imputing of groups blocks with the respective Conference Services Managers. By applying the principles of strategic account management, this position will partner with the SM and DOSM, and the property Leadership team, to provide the highest level of customer service while growing the catering business of the accounts. As the Sales & Catering Administrator, this individual will develop strong partnerships with operational departments and all accounts for the purpose of creating complete Banquets Event Orders, Group Recaps and rooming lists and driving sales for hotel in the group Segment. The position will focus specifically on growing market share from group market and drive the food & beverage revenue and banquet rental revenue.

### RESPONSIBILITIES:

The Sales & Catering Administrator will execute the overall account strategy by assisting the Sales & Conference Services team with their assigned accounts to generate and maximize business for the property. Overall, the position is accountable for the following:

- Assist and support the S& C team to Identify and aggressively solicit new accounts focusing on Catering only in coordination with assistance of the Director of Sales and Above Property Sales when required.
- Gain understanding of the hotel's primary target customer and service expectations; serve the customer by understanding their business, business issues and concerns, to offer better business solutions both prior to, and during the program/event.
- Assist in the creation of complete banquet event orders. Confirming dates, set up of rooms, menu, any other special requirements. By ensuring outstanding service delivery is maintained at every customer touch point, issues are resolved timely and to the customers' 100% satisfaction.
- and will act as the groups contact (when necessary) as directed by the CSM, SM or DOSM
- Understand the competitors' strengths and weaknesses and how to sell against those competitors. Act as the customer's advocate through understanding account needs and opportunities.
- Develop a close working relationship with Operations on site to ensure execution of the group's contracts and banquet event orders while the group is on site.
- Execute and support the operational aspects of business booked (e.g., generating proposal, writing contracts, writing catering confirmation, writing and distribution of Banquet Event Orders, receive direct billing and credit card applications for processing and customer correspondence).
- Establish and maintain accurate and up-to-date customer, account, and billing and opportunities for each account in Delphi Sales and Catering to ensure accurate reporting and execution of the events from being onsite to billing at competition. Assist with the creation and entry of reservations and rooming lists within ChoiceAdvantage.
- Effectively resolve guest issues that arise in the sales process. Bring issues to the attention of the Sales Managers, Conference Services Manager, Director of Sales and/or property leadership, as appropriate.
- Execute and support the specific Brand and Customer Service Standards of the property, in addition to the hotel's operational standards. Participate in and practice daily service basics of the brand.

- Serve the customer by understanding their needs and recommending the appropriate features and services that best meet their needs and exceed their expectations to drive customer satisfaction and loyalty by assisting the customer and ensuring their satisfaction before and during their program/event.
- Assist the DOSM with accurate monthly reporting and data entry as required.
- Ensure all active group files and Hotel MASTER files are in accordance with PCI rules and hotel policies
- Perform other duties, as assigned, to meet business needs.

#### **QUALIFICATIONS:**

- Must have minimum of three (3) years hospitality sales, or Food & Beverage experience or like industry with a proven track record demonstrating customer service.
- Hospitality Degree or Diploma an asset.
- Must possess superior English language communication skills (written and verbal), excellent computer skills (required: Microsoft, Excel, Power Point.
- Knowledge of a Client Relationship Management system (CRM), i.e. SMS HOST, Opera or Delphi is an asset.
- Highly energetic, aggressive self-starter and well-developed sales skills including negotiating.
- Must be detail oriented, strong literacy skills both verbal and written.
- flexibility to work evening and weekends as required.
- minimum word processing speed of 50 wpm
- Team player Must have a valid driver's license, own transportation, willing to work flexible hours, and be available to travel on occasion.