



LAGOS CONTINENTAL

JOB DESCRIPTION

Job Title: Conference and Events Sales Executive

Department: Sales and Marketing

Job Band: 6

Reports to: Director of Conference and Events

Position Supervised: N/A

Job Scope

Under the general guidance and direction of the Director of Conference and Events or his/her delegate and within the limits of the Hotel's Policies and Procedures, the Conference and Event Sales Executive is responsible for developing and attracting Meeting and Events Business with the view of achieving Department and Hotel targets.

Key Relationships

Assistant Director of Sales and Marketing, Assistant Director- Conference and Events, Team Members, Colleagues and Guests.

Key Job Responsibilities:

- 1) Handles guest and employee enquiries in a courteous and efficient manner and reports complaints or problems if no immediate solution can be found. Ensures that the necessary follow-up is conducted in a timely manner;
- 2) Maintains positive guest and colleague interactions with good working relationships;
- 3) Establishes and maintains strong relationship with the established clientele and constantly explores into new business opportunities;
- 4) Liaises and works closely with the related operation departments ensuring guest's requests and expectations are being met;
- 5) Encourages repeat business by networking with current clients;
- 6) Provides input and ideas into marketing initiatives and subsequently promote these initiatives and monitor responses;



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- 7) Promotes Hotel Facilities to new and existing clients through active approach. Assisting in implementing the sales strategy as set by the Director of Conference and Events, and in association with the contracted clients, including strategies for encouraging repeat business;
- 8) Co-ordinates all details for the client, including Food and Beverage, IT/AV equipment, entertainment, themes etc.;
- 9) Responds quickly and efficiently to all in-coming sales enquiries, by telephone, fax and e-mail;
- 10) Responds to and co-ordinates all internal meeting requests;
- 11) Follows up all enquiries, preparing proposals where necessary and facilitating show rounds for potential clients to show them our facilities;
- 12) Promotes teamwork and quality service through daily communication and coordination with other departments;
- 13) Performs other duties as may be assigned.

Self-Management

Ensure Compliance to the following:

- Hotel rules and regulations
- Grooming and uniform standards.
- Timekeeping and attendance policies.

Customer Service

Demonstrate service attributes in accordance with industry expectations and company standards to include:

- Being attentive to guests
- Accurately and promptly fulfilling guest requests
- Understand and anticipate guest needs
- Maintain a high level of knowledge which will enhance the guest experience



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- Demonstrate a service attitude that exceeds expectations
- Take appropriate action to resolve guest complaints

Health Safety & Security

- Demonstrates an understanding and an awareness of all policies and procedures relating to Health, Hygiene and Fire Life Safety at the hotel
- Good Knowledge of emergency and evacuation procedures at the hotel
- Ensures all security incidents, accidents and near misses are always brought to the attention of his/her manager as per the Safety Procedures of the Hotel.

Background, Skills and Experience

- A Bachelor's Degree in any course.
- Minimum of 5 years' experience within the Sales Department or in a similar environment preferably in a Five Star Hotel.
- Strong Communication and Interpersonal Skills (Verbal, Listening and Writing)
- Ability to deliver under tight deadlines
- Good Negotiation and Persuasion Skills
- Ability to work under pressure and without Supervision
- He/she must be Detailed Oriented, Pro-active and show good problem solving skills
- Ability to multi-task and handle requests from an array of guests.
- Ability to work effectively and efficiently in Teams