**JOB DESCRIPTION**

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Conference and Events Sales Executive</th>
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<tbody>
<tr>
<td>Department / Unit:</td>
<td>Commercial Services</td>
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<tr>
<td>Job type</td>
<td>Professional Services</td>
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<tr>
<td>Grade:</td>
<td>5</td>
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<tr>
<td>Accountable to:</td>
<td>Conference Sales Manager</td>
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<tr>
<td>Accountable for:</td>
<td>N/A</td>
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**Purpose of the Post**

This position reports directly to the Conference Sales Manager. The Conference and Events Sales Executive is required to assist the Conference Sales Manager in all aspects of his/her duties, but most particularly in respect of maximising revenue from conference and banqueting. Close liaison with the other members of the Division is essential, as are good links with other key managers in the Department and other areas of the College.

**Key Tasks**

- Proactively generating income for Royal Holloway by selling it as a conference and banqueting venue. This will include dealing with all reactive conference and event enquiries: entering the clients' details on the computerised booking system, sending out relevant information, following this up by phone and if possible, booking a show round and then conducting the tour.

- b) Once an enquiry becomes a provisional booking, liaising with the client to issue the contract and then once the contract is signed, ensuring that all the details of the event have been understood and translated onto the computerised booking system so that the operating areas are aware of what they will need to deliver. This could include: catering, accommodation, portering, audio visual, computer services and sports services.

- c) When the client arrives on site, introducing them to their conference assistant who will act as their primary contact throughout the duration of the event, conducting an exit interview as the event draws to a close and ensuring that the information required to produce the final bill is up-to-date and accurate.

- d) Having dealt with a client organisation, you will become their dedicated 'Account Executive' and be responsible for any repeat bookings and other events they may wish to book.

- e) Maintaining regular contact with Accounts, and proactively identifying opportunities that can be converted to new business.
f) Devising lists of potential clients and deciding on the best route for contacting them. Sending out relevant information, following this by phone and wherever possible, booking a face to face meeting or show round to secure new business.

g) Using our in-house sales process to ensure that all client interaction is relevant and accurate, creating a first-class customer experience.

For all of the above you will need to ensure attention to detail and adhere to established policies, procedures and guidelines.

h) Meeting/exceeding financial and non-financial goals relating to the Accounts you manage. These will form the basis of your performance related pay. Examples include revenue targets for reactive enquiries, new business revenue targets from existing Accounts and qualified lead generation for the Business Development team.

i) Proactively manage the events diary to monitor bookings, ensure there are no clashes so that revenue can be maximised.

j) Attending conferences, exhibitions, seminars, training and promotional events.

k) Working effectively with all other members of Campus Services to ensure that the Team meets its remit of marketing Conferencing and Catering Team in its totality.

l) Other duties, which may reasonably from time to time, be required by the Conference Sales Manager or Management Team.

Other Duties

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the College. The post holder will be expected to undertake other duties as appropriate and as requested by his/her manager.

The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.