

J O B D E S C R I P T I O N

POSITION:	CONFERENCE SALES EXECUTIVE
REPORTS TO:	Director of Sales & Marketing
DIRECT REPORTS:	NA
LIAISE WITH:	Food & Beverage Manager, Head Chef, Sales Managers/ Sales Executives, Reservations, Operations
LOCATION:	Fraser Suites Dubai
PRIMARY FUNCTION:	Secure conference and banquet bookings to achieve target revenues by cultivating prospects, submitting tenders, converting inquiries and by creating awareness of the conference and banquet facilities to the hotel's target customers.

KEY DUTIES AND RESPONSIBILITIES

- Maintain a high level of direct sales activity through direct sales calls, telesales, direct mail, promotions and entertainment activities.
- Identify new business opportunities by conducting promotions to drive conference and banquet revenues.
- Manage and grow existing conference and banquet business by identifying and cultivating effective relationships with key decision makers.
- Implement tactical sales, promotions, advertising and marketing activities in accordance with the approved business plan.
- Target MICE, city events, and residential conference groups
- Maintain close, frequent and open communications within and across Frasers properties for current and prospective clients.
- Perform public relations activities, conduct site inspections with prospective clients, attend tradeshow, industry promotions, host familiarisations and conduct group presentations.
- Maintain and regularly update the food & beverage conference/banquet database including details of sales calls and client information as per the Company's guidelines.
- Maintain awareness of competitor activity and industry trends. Ensure that trends, developments, competitor activity and other external factors that may impact Fraser Suites Dubai are communicated to senior management in a timely manner.
- Organise and host client entertainment at the hotel's food and beverage outlets/ conference facility.
- Promote special offers and seasonal campaigns relating to the food and beverage outlets, accommodation and other facilities to current and prospective clients.
- Maximise revenues for all conference and banquet sales by adopting agreed yield management strategies.



- Coordinate with third party booking agencies, promoters, event management companies and entertainers.
- Measure and report the financial benefit (ROI) for all promotional activities in support of the business strategy.
- Prepare and circulate conference and banquet running sheets and all related documentation to concerned staff/departments.
- Prepare and submit daily, weekly and monthly sales activity reports.
- Attend external functions as a representative of the hotel as requested by the Director of Sales & Marketing and/or Food & Beverage Manager.
- Maintain professional business confidentiality.
- Represent the hotel in all dealings in a professional manner in accordance with Frasers standards.

Financial

- Enhance conference food and beverage sales through high standards of service and salesmanship to meet or exceed conference and banquet sales budgets.
- Prepare weekly and monthly conference and banquet revenue reports.
- Ensure the hotel's credit terms and payment policies are upheld at all times and specifically that all conference and banquet bookings are secured by appropriate guarantees and/or deposits.
- Submit personal expense reports on time in accordance with hotel policies.

Human Capital

- Attend and participate in daily sales briefings, weekly/monthly sales meetings and monthly F&B meetings.
- Coach members of the conference and banquet service team to uphold and deliver service standards in line with customer expectations.
- Participate in authorised company training programs

GENERAL

- Maintain effective communication within and across all hotel departments.
- Attend meetings, training sessions and any other required meeting.
- Identify opportunities to innovate service delivery and product offering to meet and exceed client expectations.
- Ensure safe work practices are adopted at all times and report any OHS concerns immediately to your direct manager or HR Manager.
- Be prepared to give and receive constructive feedback that is of benefit to self and others.
- Embrace the Company's ROC.IT core values

KEY RESULT AREAS

- Achieve conference and banquet sales revenue budgets.
- Achieve sale call targets, secure and maintain key accounts as identified in personal action plan
- Respond to all inquiries same business day and those received electronically after hours by the next business day.
- Achieve consistently high ratings in customer satisfaction
- Submit reports and requests for information on time
- Complete all assigned projects within designated timeframes
- Maintain a professional and organised work environment



PERSONAL CHARACTERISTICS

Education/Qualifications

- Undergraduate degree in Hotel, Food & Beverage or Tourism Management and/or formal hospitality qualifications at a recognised institution.
- Minimum of 5 years food and beverage experience/conference and banqueting experience in a 4/5 star hotel.
- Banquet and/or conference sales experience in a 4/5 star hotel

Technical/ Skills

- High degree of competency in Microsoft Word, Excel, Opera and Micros POS.
- Excellent written and spoken English communication skills
- Strong organisational and work co-ordinating skills. Ability to handle multiple assignments and projects
- Technically sound food and beverage service skills.
- Detailed knowledge of food and beverage operations.

Personal Attributes

- 'Can do' attitude and a high level of energy
- Self-motivated and able to work unsupervised
- Professionally groomed
- Ability to 'think on your feet' and take appropriate actions.
- Ability to work under pressure and adapt to change.
- Sales focused and revenue oriented
- Socially confident and outgoing.
- Possess a well-developed sense of humour

Key duties and accountabilities accepted by:

Name _____ Date _____

Signed _____