



<b>Job Title:</b> Events and Sales Coordinator	<b>Department:</b> Events
<b>Salary:</b> From \$25 an hour	<b>Job Type:</b> Full Time, Permanent
<b>Work Location:</b> In Person	<b>Expiry Date:</b> Open Until Filled

## Job description

The Events and Sales Coordinator will be responsible for planning, coordinating, and executing a wide range of events, including weddings, corporate functions, and social gatherings. The ideal candidate will be a creative and organized professional with a passion for delivering outstanding customer service and a keen eye for detail.

### Responsibilities:

#### Event Planning and Coordination:

- Collaborate with clients to understand their vision and requirements for weddings, corporate events, and social gatherings.
- Plan and execute all aspects of events, including venue setup, catering, audiovisual needs, and guest accommodations.
- Ensure seamless execution of events, managing timelines, and addressing any issues that arise.
- Coordinate with vendors, suppliers, and hotel staff to ensure high-quality service delivery.
- Manage banquet event orders for all hotel, and internal events and prepare and communicate group resumes and BEO.

#### Client Relations:

- Conduct site visits, consultations, and pre-event meetings with clients.

- Serve as the primary point of contact for clients, providing exceptional customer service from initial inquiry through post-event follow-up.
- Build and maintain strong relationships with clients, ensuring their needs and expectations are met.

### **Sales and Promotion:**

- Develop and implement sales strategies to promote the hotel's event services, including digital marketing, social media campaigns, and traditional advertising.
- Create engaging content for promotional materials, including brochures, newsletters, and website updates.
- Coordinate with General Manager to design and execute marketing initiatives that drive event bookings and enhance brand visibility.
- Monitor room availability and rates, making adjustments as needed to maximize occupancy and revenue.
- Responsible for maintaining company and brand standards for templates, letters, etc.
- Generate and update key sales and event reports, that are required for timely internal and external meetings.
- Respond to general telephone inquiries on behalf of the events team.
- Ensures all calls, emails and any other duties related to inquiries, reservations and distribution are resolved in a timely manner.
- Attend sales and event team meetings by participating, preparing, recording, and distributing meeting minutes.
- Assisting General Manager with organizing, coordinating, and advertising all event including venue setup, weddings, catering, audiovisual needs, and guest accommodations.

### **Administrative Duties:**

- Manage event budgets, track expenses, and ensure cost-effective solutions.
- Maintain detailed records of event logistics, client interactions, and marketing activities.

- Prepare reports on event performance and marketing effectiveness for management review.
- Works closely with front office and housekeeping team coordinating all group room reservations, upgrades, welcome amenities and generating invoices upon check out.
- Compile and distribute relevant reports to appropriate departments as required, ensuring timely follow-through with all revisions, cancellations and special requests for room and event bookings.
- Ensures efficient and effective loading of group, negotiated and promotional rates in coordination with reservations and the distribution team.
- Maintaining and updating guest profiles, ensuring that all guest information is up-to-date and correct, under the guidance and supervision of the General Manager and Rooms Operations Manager.
- Maintain positive communication with all departments in the hotel and stay well informed of hotel VIPs, activities, promotions, and events

**Qualifications:**

- Certificate, Diploma or Bachelor's degree in hospitality management, Marketing, Event Planning, or a related field is an asset.
- Minimum of 3 years of experience in event planning, wedding coordination, or marketing, preferably in a luxury hotel or similar setting.
- Proven track record of successful event planning and execution.
- Strong organizational and multitasking skills, with the ability to manage multiple events simultaneously.
- Must possess strong computer skills.
- Excellent communication and interpersonal skills.
- Proficiency in marketing tools and social media platforms.
- Creative problem-solving abilities and attention to detail.
- Ability to work flexible hours, including evenings and weekends, holidays, as required by event schedules.

Sooke Harbour House is committed to excellence in hospitality, providing competitive benefit packages, and opportunities for advancement and employee growth. If you're ready to take on the challenge of leading our Front Desk operations with professionalism and dedication, we invite you to apply for the Head Front Desk Receptionist position with us. Join us in creating memorable experiences for our valued guests and taking pride in working on the beautiful coast of Vancouver Island.