



USU

POSITION DESCRIPTION

Position title: Sales & Events Executive

Department: Operations

Reporting to: Sales Team Leader

Supervises: Nil

Employment type: Full Time

Classification: Level 4.1
Higher Education Industry – General Staff Award 2010

Conditions: 38 hours per week;
Generally Monday to Friday with some nights and weekends in line with event and client needs

Purpose

The Sales & Events Executive is a key role within the HostCo business and is responsible for the development and execution of events as well as building and maintaining ongoing relationships with our clients.

POSITION ACCOUNTABILITY STATEMENTS (PAS)		
Key Result Areas	Key Tasks	Key Performance Indicators
Events Management	<p>Successful management of all designated events from inception to final event order</p> <p>Liaise with our Operational team to ensure the smooth planning, operation and profitability of all event</p> <p>Ensure all customer needs are met, which includes amending their existing booking and assisting with any queries they may have</p> <p>Regular communication with the Operations staff to keep them up-to-date with menu requirements and any special request, facilities or arrangement which are required by the client</p> <p>Attends weekly event planning meetings (Sheet meetings)</p> <p>Ensure all monies are received in a timely manner and all invoices are issued promptly</p>	<p>Feedback in event report</p> <p>Smooth running of event</p> <p>Detailed preparation of event</p>

	Ensure an efficient tracking system of all event paper-work	
Sales	<p>To respond to all client enquiry within 24 hours</p> <p>To develop catering services and packages to meet the client's needs</p> <p>To up and on sell services and products that improve the client experience as well as increase revenue</p> <p>To achieve set weekly and monthly sales budgets</p> <p>Achievement of a conversion rate greater than 50% of new business leads</p> <p>To obtain a minimum of 10 sales enquiries and site inspection per week</p> <p>Promotion of our facilities to new and existing clients through a pro-active approach</p> <p>Other ad-hoc duties as per required</p>	<p>All client emails are responded to with concise information</p> <p>Ensure all client requirements are built into packages</p> <p>Ensure all revenue streams are maximised</p> <p>Achievement of set budget</p> <p>Achievements of 50% conversion rate</p> <p>Log of enquiries and sites per week</p>
Client Service	<p>Develop ongoing relationships with clients to encourage repeat business</p> <p>Call previous clients to confirm ongoing event needs and support</p> <p>Enthusiastically satisfy our clients' needs and deliver events as required</p> <p>Complete hand over to Operations team are completed in detail and as per clients' requests</p> <p>Be on site for all major events to meet client and run through event details</p> <p>Ensure all client requests are dealt with in a prompt and professional manner the whole way through the event process</p> <p>Liaise with all involved stakeholders in events to ensure good communication and successful planning and production of events</p> <p>Develop plan through proactive approach for new clients per calendar year</p> <p>To maintain and develop contact with professional bodies and potential clients</p>	<p>Generating repeat clients</p> <p>Development of key relationships</p> <p>Positive feedback from clients</p> <p>Accurate detail documented in Event Sheets</p> <p>Meet client expectation</p> <p>Prompt response to all client requests</p> <p>Stakeholder feedback</p> <p>30 new clients per year</p>

	<p>through attendance at networking and promotions events</p> <p>Other ad-hoc duties as per required</p>	
Costs	<p>All packages provide a positive financial return for HostCo</p> <p>When developing events all labour / COGS and external costs are factored into the costing</p>	<p>All events are to deliver a profitable result</p> <p>All costs are indicated on the event sheet</p>
Marketing	<p>Ensure all marketing initiatives are communicated to clients at the point of enquiry</p> <p>Promote idea on how to grow and improve the business based on client needs and gaps in our offer</p> <p>Other ad-hoc duties as per required</p>	<p>Knowledge of current and upcoming campaigns</p> <p>Formulate idea for sales growth</p>
Work Health & Safety (WHS)	<p>Conduct all work in a safe manner</p> <p>Comply with all WHS policies, procedures and instructions</p> <p>Report all incidents and hazards immediately to Supervisor and People & Culture Department</p> <p>Use and maintain safety devices and personal protective equipment correctly</p>	<p>All incidents and hazards reported immediately</p> <p>All WHS instructions, policies and procedures complied with</p>
Demonstrate commitment to the department and USU as a whole	<p>Shows a willingness to assist others – both within own department and in other areas</p> <p>Forthcoming with ideas</p> <p>Performs other reasonable duties as requested by Supervisor</p> <p>Interacts with team and other stakeholders in a professional, respectful, polite and courteous manner</p>	<p>Responsive to requests</p> <p>Willing to assist in times when the area is short staffed</p> <p>Attends and interacts constructively at meetings</p> <p>Takes an interest in the challenges faced and contributes ideas/ suggestions to make improvements</p> <p>All interactions are professional, respectful, polite and courteous</p>

Essential Criteria

- 4 years' experience working with events and functions in a medium to large scale venue

- Experience in the supervision of staff and the ability to demonstrate strong leadership of a team
- Understanding of building bespoke catering packages to suit a range of functions and events
- Proven sales and marketing skills, with experience in launching new business initiatives
- Proven ability to build strong client relationships and increase repeat visitation
- Ability to communicate in a clear and concise manner
- Proven ability to work across multiple events at the same time
- Proven ability to exceed sales targets
- Demonstrated excellent oral and written communication, liaison and negotiation skills
- Demonstrated high level organisational and time management skills
- Ability to perform under pressure, meet deadlines and be proactive in problem solving
- Competent in computer applications such as MS Word, Excel, PowerPoint

Desirable Criteria

- Have extensive knowledge of competitors, key trends in the market and what business is booking into the area
- Willingness to participate in further training and development
- Knowledge of iVvy management system and Visio system
- Commitment to and understanding of the University of Sydney Union (USU) its roles and relationship with the University and its members
- A current NSW Provisional Driver's License or above

Physical Requirements

- Required frequently: sitting, standing, walking
- Required occasionally: driving, lifting above shoulder height, lifting up to 10 kilograms

Compiled by:	Sales Team Leader	Date:	Jul 2019
Authorised by:	People & Culture	Date:	Jul 2019
Current Employee Signature:	_____	Date:	_____