

Adventure Leisure

JOB DESCRIPTION

POSITION: Sales/Reception and Events Manager

RESPONSIBLE TO: General Manager

To take overall responsibility for the operation of the Reception, Sales and Events. Maximising retention of customers and maintaining a high level of presentation and customer service at all times. To conduct a variety of operational duties involved in the smooth functioning of the centre.

RESPONSIBLE FOR:

1. Achieving monthly and annual sales targets for Events and Group Bookings.
2. Attending networking meetings, local events outreach on a monthly basis.
3. Building relationships with local partners, businesses, schools etc. to promote brand awareness and generates leads and sales.
4. Managing the team of receptionists to achieve the required sales results.
5. Inducting, training and providing continual development for each receptionist.
6. Conducting monthly observational feedback using the telephone and mystery shopper assessments with each assistant.
7. The recruitment of receptionists at first interview stage.
8. Carrying out Duty Manager Shifts when required.

DAILY TASKS INCLUDE:

1. Handling Telephone enquiries following the company standard by fulfilling the criteria set out on the Telephone Enquiry Assessment Forms.
2. Touring prospective customers around the venue following the company standard.
3. Responding to Web and Social Media Enquiries within one hour by telephone where possible.
4. Processing prospect information accurately onto the system and following up all enquiries by setting actions accordingly.
5. Processing new events and group golf bookings onto the system accurately and correctly.
6. Making a minimum of 20 outgoing quality contacts per day on the telephone.
7. Updating social media on a daily basis.

8. Generating new leads as per the activities agreed on the sales and marketing planner.

EVENT MANAGEMENT FOR GROUP BOOKINGS AND EVENTS:

1. Meet and Greet group booking organisers, introduce them to their party hosts and ensure the day runs smoothly.
2. Chase up deposits, final payments and confirm numbers seven days prior to the event.
3. Liaise with organisers regarding final numbers and requirements.

RESPONSIBILITIES:

1. Knowing the product.
2. Producing and carrying out tasks and events to deadlines on the sales and marketing planner.
3. Ensuring that all sales procedures are being correctly implemented and used to generate new leads and convert enquiries to business.
4. Being self-sufficient on lead generation, through effective follow up calls, initiating referrals, outreaching and any other means deemed necessary by management.
5. Own conversion rate in line with the company expectations.
6. Attending Sales Meetings when appropriate.
7. Meeting deadlines.
8. Being fully conversant with the Health and Safety policy and emergency procedures for fire and accident, reporting any accidents in the prescribed manner.

OUR VALUES:

We expect all our staff to strive to:

- Maintain open and honest communication with our customers, both internal and external, at all times.
- Create and have a positive impact on our local community. Supporting regular neighbourhood events and working closely with society.
- Protect and nurture our environment, consider everything from alternative work methods through to maintaining and supporting our local wildlife.
- Support each other in everything we do, recognised and develop each individual's potential.
- Take complete ownership of their own actions and have pride in what they do.
- Deliver to our customer's consistent high levels of service, quality and value in everything we do
- Look for alternatives to what we do seeking out and exploiting natural resources.