



Job Description

Job Title:	Sales, Marketing and Events Manager
Department:	Admin and General
Reports to:	General Manager
Direct Reports:	None

At the Falcon Hotel, we strongly believe that our Family members are the key to our success, after all, our Family are the ones who deliver the promises that we make to both our customers and each other in our Guest and Family Charters. We all work as a team, with an understanding of what is expected from each of us and your job description provides the foundations for that. We do of course need to be flexible too so we can adapt as needed, after all that is what working as a team is all about.

Your Primary Purpose

The role of Sales, Marketing and Events Manager exists to attract and convert event, wedding, groups, and private dining business for the Falcon and to then co-ordinate the planning of these bookings and events along with all relevant departments of the hotel. Owning the process from enquiry all the way through to the day of the event, at which point it is handed over to the operations team. Devising packages that would attract profitable business for the hotel. Proactively attracting, confirming and maintaining corporate relationships.

Your Key Responsibilities

- To adopt a “seeing is believing” approach, encouraging target customers to visit the hotel for events or for food and to then convert those individuals, their families and/or their companies to use the hotel again and again – as a retreat or location for corporate events.
- To attract and retain a small, deeply engaged, loyal group of customers who use its services regularly and act as ambassadors of the hotel, recommending it to their own friends, family and key contacts and feeling privileged to be part of the hotel and all that it stands for.
- Work in synergy with all heads of department to deliver outstanding experiences to all bookings.
- Report weekly to the GM with all enquiries and converted business.
- Keep up to date with latest trends to offer bespoke and relevant options for our guests.
- Assist Reception Manager with rooms revenue as required.
- Plan and organise all events and weddings at the hotel.
- To achieve target occupancy rates in the hotel, restaurant bookings and attendance at the lifestyle and wellbeing programmes

Your Behaviours, Competencies and Values:

Our values underpin everything that we do, they shape our culture and help us to focus on our attitude and behaviours and inspire us to be the best version of ourselves, both individually and as a team. Success in your role also means:

- **Client focus** build strong working relationships with internal and external customers.
- **Influencing**, deal effectively with people to get work accomplished.
- **Planning and organising**, will be key from the first stage to the post event aftercare.
- **Attention to detail**, reviewing what the market wants and delivering desirable offers.
- **Business acumen**, the ability to identify, persuade and convert bookings at a good rate.
- **Creativity and innovation**, to think outside the box to come to new solutions.
- **Gets results**, work diligently to meet deadlines, and achieve objectives.

Your Professional Skills and Experience:

Your professional skills and experience will include:

- Microsoft 360
- At least 5 years experience in sales, marketing, events, and weddings co-ordination in the hospitality sector
- Proven track record of developing a client base and growing sales.

Your Education and Qualifications:

The level of education and qualifications required for this role are:

Essential:

- GCSE English and Maths grade C or above
- Proficient in Microsoft 360

Desirable

- Degree in hospitality or related subject
- Revenue management

Our Values

Hard working - we do all that we can, to the best of our ability, all the time.

Empowerment - we uplift each other through being positive role models. We influence and teach other where we can, so we can all be the best version of ourselves in our Family.

Authentic - our actions and words match The Falcon's Family values. We can be ourselves, not an imitation of what or who we think we should be or have been told we should be. We know what we believe in.

Reliability - as a family, we can rely on each other. If we say we'll do something, we do it, we don't let the Family down, we can count on each other.

Trust - as a family we can trust and feel safe with each other, both physically and emotionally. We build upon this trust so that we can talk openly and freely about our worries or fears. If we talk in confidence to a specific family member, we know that what we have discussed will remain private and will not be discussed with other family members.