Conference & Events Sales Manager

OUR VISION

At Hilton, we are inspired by our founding vision: **to fill the earth with the light and warmth of hospitality.**

OUR PROMISE

To all Team Members
Create the best, most inclusive home for them at Hilton.
To our Customers
Deliver the most reliable, friendly experiences.
To our Owners
Drive value while having a positive impact.
To our Communities
Make our communities better for those who live and travel there.

OUR VALUES

Hospitality
We are passionate about delivering exceptional guest experiences
Integrity
We do the right thing, all the time
Leadership
We are leaders in our industry and in our communities
Teamwork
We are team players in everything we do
Ownership
We are owners of our actions and decisions
Now
We operate with a sense of urgency and discipline

JOB PURPOSE STATEMENT

A Conference and Events Sales Manager with Hilton Hotels and Resorts leads and manages both team and commercial performance of the event sales and event planning. As C&E Sales Manager, you will manage the Conference & Event Sales teams to actively convert customer enquiries into confirmed sales, and ensuring we provide exceptional guest experiences for our groups, events and individual travellers when staying with us in-house.

Specifically, you will be responsible for performing the following tasks to the highest standards:

- Maximise all Conference and Event commercial opportunities
- Directly manage the C&E team to ensure that all reservations are handled in accordance with Hilton standards, policy and procedures.
- Review business plans, identify gaps and ensure proactive efforts to fill capacity and meet commercial targets
- Strategically contribute to the commercial strategy of the hotel, and manage the departments' adherence to achieving that strategy
- Understand the competitive market place and implement approaches to ensure the hotel stays ahead in the local market
- Ensure that the teams actively account manage the hotels regular event clients
- Lead the conference & events team effectively and support culture of high-quality team and commercial standards, including but not limited to relationship building, exceptional customer service, and profit focus.
- Lead and develop the Event Sales Team to ensure career progression and effective succession planning within the hotel and company
- Support and organise hotel promotional activities
- Lead the sales team to ensure that outstanding customer service is provided to all internal and external stakeholders, and that all reservations in the booking system are loaded at the highest quality standard

RESPONSIBILITIES

Leadership

- Lead by example in regards to our Hilton's Vision, Promise and Values
- Being the first point of contact for any team member issues or concerns within your department
- Collaborating with HR to recruit the right people for the right roles while also developing your team and planning for future growth
- Manage the recruitment of new team members using the recruitment system Taleo
- Ensure all colleagues are inducted and trained as per Hilton's Brand Standards
- Lead from the top, set a great example to your team and inspire great performance
- Ensure employees are well managed by having clear and personalised objectives and receive exceptional training
- Actively develop team members' skills and performance through coaching and training
- Review performance on a regular and consistent basis. Ensure pulse checks, annual reviews and career conversations all take place during the required time frame
- Ensure the development and ongoing review of Team Members to ensure effective succession planning
- Deal effectively with instances of poor performance and ensure the Human Resources department is informed
- Rewarding and encouraging our team for positive behaviour and excellent results

Sales, Conversion and Commercial Focus

- To liaise with the C&E team to prioritise workload, and ensure deadlines are met
- To support the C&E team with group enquiries, proposals, contracts, and room block management
- To efficiently process deposit payments for upcoming groups and events, whilst adhering to Hilton best practice.
- To understand the key goals and targets of the department (revenue and non-revenue).

- To update and maintain accurate account, contact, and booking profiles in the Delphi PMS database whilst adhering to Hilton best practice.
- To maintain a focus on customer quality throughout all tasks
- To ensure maximise conversion of enquiries, through effective diary management and use of selling strategies
- To maximise incremental revenue through target upselling
- To develop and maintain a full product knowledge of the Hotel and its competitor strengths and weaknesses
- To assist in collating market intelligence
- To deliver outstanding customer service whilst ensuring a clear and effective line of communication is maintained with all relevant departments within the Hotel
- To ensure all reports are produced as requested by Hilton management team
- To ensure all duties to be carried out in line with Hilton brand standards and guidelines
- Any other reasonable duties that may be requested by the Manager

Teamwork and communication

- Attend departmental meetings as required
- To attend designated training and development programs
- Occasionally you may be required to support with group management tasks, to assist with the operational needs of the business
- To work and co-operate with others proactively, taking part in departmental meetings, team briefings and project work, to support the team objectives
- To develop an open and positive relationship within the Business Development team, whilst offering support and assistance where required
- To develop an open and positive relationship with other departments, whilst offering support and assistance where required

Workplace Health & Safety

Department Managers will be held personally accountable for the health & safety of their area of responsibility, including the provision of information, instruction, training and supervision provided to personnel under their control.

- Provide the necessary leadership to ensure the WPHS practises carried out at all times and to the stated standard
- Take the necessary management actions and make decisions, consistent with the intention of the WPHS policy
- Develop and implement plans, procedures and actions to ensure WPHS policy objectives and targets are met
- Ensure that minimum standards are established and maintained for plant, materials, equipment, product, buildings and Team member work activities
- Manage workplace injuries in accordance with the Return to Work policy and procedures, ensuring injured workers are effectively managed and an early return to the workplace is achieved
- Undertake workplace risk assessments in consultation with team members
- Ensure identified hazards are controlled in accordance with an established hierarchy of control
- Ensure control actions are implemented in a timely manner
- Ensure sufficient and suitable personal protective equipment is provided, suitably maintained and correctly used when required
- Monitor contractor WPHS performance in area of responsibility

- Take any other such action that is necessary to guarantee the integrity of the WPHS systems manual and its requirements
- Carry out workplace inspections, identifying potential or current hazards and ensure corrective actions are taken.
- Will be held personally accountable for the health & safety of their area of responsibility, including the degree of information, instruction, training and supervision given to personnel under their control

CONFIRMATION OF ACCEPTENCE:

I have read and agree to accept the responsibilities as outlined in this job description and any other reasonable duties given to me in the course of my job.

Team Member Signature: _____

Date: _____