



JOB DESCRIPTION

POSITION: SALES AND MARKETING CO-ORDINATOR
DEPARTMENT: SALES AND MARKETING
REPORTS TO: DIRECTOR OF SALES AND MARKETING
RESPONSIBLE FOR:

JOB PURPOSE

The primary objective is to be a pro-active (office based) member of the Sales and Marketing team, working towards meeting and exceeding the departmental targets.

Working in accordance with the hotel's Sales and Marketing plan (and under the instruction of the Director of Sales and Marketing), the role is responsible for supporting the Sales and Marketing team in co-ordinating all aspects of the hotel's pro-active sales and marketing team initiatives. The job incumbent should be active, proactive, analysing, and achieve results in every respect. All work will be in line with the hotel's guidelines and business plan, and Titanic Hotel Belfast's corporate guidelines and service concepts.

MAIN RESPONSIBILITIES AND KEY TASKS

- Assist the Director of Sales and Marketing with administrative tasks as and when required
- Analysing the daily arrivals list for sales leads, generating enquiries and/or sales appointments for the Director of Sales and Marketing and monitoring the results from these leads (leads to be logged on the Hotsoft sales module)
- Monitoring the market for new Meeting and Event and Accommodation sales leads via google alerts, press, linked in research etc
- Attend the morning hotel brief when required to represent the sales and marketing function and communicate anything for that day accordingly.
- Provide feedback on changing market conditions and trends in competition. This includes regular analysis of the competition.
- Complete all required sales and marketing reports in a timely fashion
- Ensure that all sales and marketing activities have an ROI (in conjunction with Sales and Marketing Plan), ensuring effective administration and recording of activity.
- Co-ordinating the hotel's marketing & PR activity including advert and press release copy writing with direction and support from the Director of Sales and Marketing.
- Liaising with all other departments to ensure a 'sales culture' and generation of sales leads.
- Working closely with the events team to ensure effective conversion of enquiries, and any follow-up/support activity as required.
- Ensuring all digital content and third-party sites are up to date and in line with brand standards.
- Develop and maintain positive relationships within the business and social community
- Responsible for co-ordinating all B2B and B2C communication at hotel level.
- Telesales activity – to convert sales leads into enquiries and/or sales appointments for the Director of Sales and Marketing.
- Responding to inbound sales and marketing enquiries and actioning as appropriate.
- Conducting regular audits of all digital platforms to ensure up to date.
- Maintaining and building the hotel databases.
- Organising and co-ordinating of any internal and external Sales and Marketing events.



TITANIC HOTEL
BELFAST

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RESPONSIBLE FOR:

- Conducting internal showrounds and attending hotel sales and marketing events as and when required.
- Any other Sales and Marketing duties as instructed by the Director of Sales and Marketing.
- Dealing with all media requests and liaising with the relevant internal departments.
- Organising and co-ordinating of any internal and external Sales and Marketing events.
- Co-ordinating of blogger activity, working to a target of a blogger per quarter.
- Familiarise yourself with our Core Values TITANIC which link to the desired behaviours that we expect all our employees to display.
- To have a thorough knowledge of and adherence to the law regarding the following company regulations:
 - Fire regulations and procedures
 - Health and safety regulations
 - First aid procedures
- To undertake special duties or work outside the normal daily/weekly routine but within the overall scope of the position at the request of the Maintenance Manager/Deputy General Manager/General Manager.

ESSENTIAL CRITERIA:

- 3rd level qualification in marketing, advertising or communications
- Past work experience in a sales, marketing or similar role
- A dedicated team player with a high level of attention to detail
- Well-organised and responsible with an aptitude in problem-solving
- Proficiency in full Microsoft Office suite, especially with Excel and Power Point
- Excellent writing, communication and presentation skills

DESIRABLE CRITERIA:

- Experience in traditional and digital marketing, content, and social media marketing
- Design/Adobe skills
- Familiarity with content management systems (CMS) and customer relationship management (CRM) tools
- Working knowledge of HTML and email software
- Copyrighting and proofreading experience