Job Description: Convention Services and Sales Coordinator

Immediate Supervisor: Director of Sales

COMPANY OVERVIEW:
Legacy Ventures (http://www.lvmgt.com) responds to unique market opportunities while enhancing the built environment. The company was founded in 1995 as a real estate development firm in Downtown Atlanta. Though the years, it has cultivated competencies in hotel management, restaurant management, asset management, finance, sales, marketing, design, and construction. Today, this breadth of in-house disciplines fortifies the firm’s ability to anticipate, plan and execute successful projects.

Fluency across multiple real estate uses, commitment to quality and the ability to work with partners and local governments have enabled Legacy to define and develop innovative projects in senior housing, residential and retail uses in addition to its core focus in hospitality and urban mixed-use. Projects have ranged in size from $500,000 restaurants to $100 million developments. Many have had city-center locations and were only possible with complex capital structures. The company is known for historic and adaptive reuse projects as well as for new construction.

As Legacy enters its third decade in business, it celebrates both its past, and its future. The company has received significant recognition including MIT Center for Real Estate’s primary award, Hilton Hotels Corporation “Multi-brand Developer of the Year” and Downtown Atlanta’s “Economic Impact Award.” Recent assignments include two full service hotel developments. Legacy embraces its entrepreneurial, community and creative underpinnings and will continue to reach for excellence in the built environment.

SUMMARY: The Convention Services and Sales Coordinator supports the sales team in attaining the monthly as well as annual targets and operates with management and clients to determine business requirements. The Convention Services and Sales Coordinator is instrumental in assuring focused and productive communication with the new and existing clients, external distributors, representatives and agents as well as internal team members. Additionally, the Senior Convention Services and Sales Coordinator is responsible for a wide variety of administrative functions essential for everyday operation of the system and fulfillment of the company offers.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned by a manager as needed. (Refer to job checklist and Convention Services guide for more detail) The anticipated breakdown of responsibilities is as
follows, with percentage shift between responsibilities fluctuating from time to time as business demands require:

- 50% performance of Sales Coordinator / administrative functions
- 50% performance of Convention Services Coordinator functions

- Respond in a professional and courteous manner to telephone inquiries, e-event bookings, individual reservations and hotel information by providing accurate and timely information and service.
- Input group contracts, recaps, room lists, and reservations as they are received from the sales department. Process Commissions/Rebates/HHonors/Rewards
- Manage sales marketing materials required for packaging, advertising, and promotion of company products and/or services (e.g., sales kits, trade-show supplies, VIP amenities, site inspections, etc.)
- Support sales managers when traveling by communicating with them on an "as needed basis" and assist in managing logistics of business needs.
- Assist with special reservations to include VIP reservations and packages. Support and communicate with Reservations regarding room requests.
- Ensure that all group reservations, rates and routing, and resumes are properly detailed and set up prior to the group arrival. Attend Resume Meetings.
- Conduct Site visits, guest room tours, property tours, special guest requests, Create files, handling of mail, faxes, etc.
- Maintain a professional appearance at all times and to conduct personal behavior in a mature professional manner when representing the hotel or company.
- Coordinate with various departments the activities related to booked business.
- Assist with the coordination and planning of special client events.
- Must be able to meet work schedule and attendance standards.
- Perform any other job related duties as assigned.

**QUALIFICATION REQUIREMENTS:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- College Degree in a related field preferred.
- Hospitality administrative and/or sales experience - 2 years.
- Must have previous Hotel or Travel industry experience.
- Organizational skills should be high along with the ability to perform multiple tasks while meeting assigned deadlines.
- Computer skills including Microsoft Word and Excel and strong typing skills are required.
- Must be able to prioritize departmental functions to meet due dates and deadlines.
- Must be able to work with and understand financial information and data, and basic arithmetic function.
- Must have a flexible schedule and ability to work days, evenings or nights any day of the week, including weekends and holidays.
- Must have exceptional customer service skills
- Demonstrated ability to perform multiple tasks in a busy environment and remain flexible.
- Ability to work well in a team environment
- Must have a self-starting personality with an even disposition to effectively communicate with guests and staff.
- Maintain a professional appearance and manner at all times.

**EDUCATION and/or EXPERIENCE:** High school diploma or general education degree (GED); or one to three months related experience and/or training; or equivalent combination of education and experience. Supervisors should have a working knowledge of day-to-day hotel office procedures and previous hotel department supervisory experience.

**LANGUAGE SKILLS:** Ability to read and comprehend simple instructions, short correspondence, and memos. Ability to write simple correspondence. Ability to effectively present information in one-on-one and small group situations to customers, clients, and other associates of the organization.

**MATHEMATICAL SKILLS:** Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

**REASONING ABILITY:** Ability to apply commonsense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

**PHYSICAL DEMANDS:** The physical demands described here are representative of those that must be met by an associate to successfully perform the essential functions of this job. Reasonable accommodations may be made to ensure individuals with disabilities to perform the essential functions.

While performing the duties of this job, the associate is regularly required to stand; use hands to finger, handle, or feel objects, tools, or controls; and talk or hear. The associate is occasionally required to walk and reach with hands and arms.

The associate must regularly lift and/or move up to 25 pounds, frequently lift and/or move up to 10 pounds, and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.
I have read and understand the job description as stated above and accept that any of the tasks may be modified or changed. I accept responsibility for knowing the modifications and / or changes in this job description. I can perform the essential functions of this job as listed above, with or without reasonable accommodation.

Associate Name: ______________________

Associate Signature: _________________  Date: ____________

Supervisor Name: ____________________

Supervisor Signature: _________________  Date: ____________
Convention Services and Sales Coordinator Responsibility Checklist

Daily:
- Receive inquiry calls and direct to appropriate Sales Manager
- Assign leads to appropriate Sales Manager from StarCite, C-Vent and ACVB
- File all necessary group information/reports and maintain file cabinets
- Review No-Show report and contact client if needed
- Meet and Greet Groups in House
- Attend daily Stand Up Meeting and FU on last minute changes
- Coordinate show-suites and communicate with Front Desk and HK on availability
- Daily amenities for group and BTS VIP arrivals
- Meeting Planner Package-Welcome card, Welcome amenity list, Welcome BTS
- Group pick-up, on Monday checked out group complete pick-up in HSP. Generate any final pick up reports as necessary.
- Make files for new groups
- Print Daily Events and distribute print out Monday to Thursday, Friday print out from Friday to Sunday
- Generate Post Conference Reports through VOC
- Verbally interact with clients as necessary

Attrition:
- Monitor group and determine performance based on the PU after the c/o date
- Calculate attrition and contact Sales Managers for approval
- Create an attrition/performance letter and send it to client
- Create an attrition form with charges and route it to Accounting

Definite Booking:
- Send out countersigned contracts and introduction letter for definite bookings
- Scan Contract and place a copy into the appropriate folder on shared Drive
- Scan credit card separately and send to accounting.
- Send a copy of contract to accounting along with all supporting paperwork
- Send a copy of contract to LRP
- Send copy to Rooms Coordinator, Reservations will make their own file.

Receive File Turnover:
- File Review
- Turnover sheet completed, signed contract, booking recap, billing information process and status, return file to SM if anything is missing
- Rates, Dates, Space Confirmed in SalesPro
- Traces Assigned, deleted or added as needed
- Housing/Reservation method established
- Credit/Billing Arrangements Established/Activated
File Creation:
- Merge Introduction Letter
- Meeting Planner Packet
- Set Traces in SalesPro for Weekly Pick-up pre/post cut-off
- Merge Schedule of Events

File Distribution:
- Accounting – Confirm Method of Payment after file review

Hilton Honors:
- Determine clients receiving Hilton Honors Points

Accounting:
- Collect proper payment in advance
- Keep Accounting informed about payment status
- Follow up on Direct Bill requests
- Follow up on check payments - advance deposit procedures
- Attrition/No Show/Cancellation procedures
- Manage invoice requests from clients
- Manage Tax Exemptions (as necessary)

City-Wide:
- Work closely together with the City-Wide Sales Manager and City-Wide Sales Coordinator.
- Provide clients with projected and history pick up reports
- Provide departments with post conference reports on a regular basis

Weekly:
- Perform weekly resume merge
- Identify and collect all information necessary for inclusion into resumes
- Review important keynotes for each market/group
- E-mail Resumes to staff
- Ensure proper number of sales kits are in stock
- Order and Maintain the correct amount of supplies and business cards
- Order amenities
- Distribute Thank You letters after each event
- Attend Sales meetings

Convention Services and Sales Coordinator Responsibility Timeline

180 – 30 Days
- Update Program
- Outside Contractors/Vendors Confirmed, as necessary
- Master Account Status Communicated/Deposits Received
- Pick-Up reports sent to customer
- Cut-off letter sent to customer
- Block and Forecast Reviewed/Adjusted

**30 Days**
- Final Deposits Received
- Rooming List Received and Inputted
- Signed Cut-off Letter Received & block adjusted/pre-payment rec’d
- Resume Created
- Resume Routed to Event Services Manager for review

**10 – 7 days Prior**
- Changes Made on resume
- Final resume and BEO’s distributed

**ON SITE OPERATION**
- Pre-shift meetings with operating departments
- Pre-arrival review of room assignments (block, billing, room drops etc) with front office
- Amenities/Planner Gifts Sent with hand – written thank you
- VIP Room Check
- Issue Daily room pick-up / no show reports

**POST Convention**
- Thank you letter Sent
- Traces Completed
- Survey Emailed
- Survey Result Received and Pasted into Activities