



MY PROMISE Events Coordinator/Supervisor

1 My Purpose -

The Events Coordinator/ Supervisor will play a crucial role in delivering small to mid to large scale events to a success at Villa Lena. The job will require strong organizational and negotiations skills with customer driven and an extremely proactive and focused personality with an outgoing, charismatic and approachable character. Being able to work well under pressure in a fast paced environment and be a great team player are key. Flexibility and creativity is important to make the unforgettable events and meetings.

The Events Coordinator/ Supervisor must also have a strong knowledge of Villa Lena products and packages, Villa Lena's competitor set, their pricings and offers, as well as deeply entrenched understanding of Villa Lena ethos of sustainable and responsible business model and brand.

The role is a mixture of strategy, planning and hands on operations.

There must also be an understanding that in the months we do not book in large amounts of the events, more attention will go towards pro-active group sales for the future, as well as working in the Villa Lena F&B department as required.

2 My associations:

I report directly to the General Manager and Operations Manager, and work in close contact with Internal Events Coordinator ,F&B Supervisor , Creative Chef , Rooms Division Department and Accountant Department . I must interact well with our guests, suppliers, business partners, other steering committee members and all associates in the hotel.

3 My Essential Functions :

- **Adaptability** - Maintains performance level under pressure or when experiencing changes or challenges in the workplace.
- **Communication** - Conveys information and ideas to others in a convincing and engaging manner through a variety of methods.
- **Problem Solving and Decision Making** - Identifies and understands issues, problems, and opportunities; obtains and compares information from different sources to draw conclusions, develop and evaluate alternatives and solutions, solve problems, and choose a course of action.
- **Business Acumen** - Understands and utilizes business information to manage everyday operations.
- **Event Planning** - The ability to connect with customers, detail events, upsell products and services, manage multiple customers at a given time, be detailed orientated, understand and have a working knowledge of catering and event management systems.
- **Event Services** - Have a working knowledge of standards and procedures for proper meeting room and table set-ups, various meeting room and table configurations and the set-up of staging and dance flooring.



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1. Ensure that all incoming requests are fast an active followed up on sent offers
2. Maintain detailed product knowledge of the property you work in, as well as general product knowledge of all major Hotels and direct competitors in your region including competition checks
3. Perform special projects and upon request of the management participate in focus groups and committees.
4. Carry out administrative work, such as updating computer lists, mailings, filing documents, etc.
5. Maintain strong internal control of the working environment, such that it is always in compliance with the Hotel brand and policies and procedures
6. Ensure communication meetings occur and are accompanied by documentation/minutes on a monthly basis
7. Manage staff performance in compliance with company policies and procedures
8. Performs other duties as assigned to meet business needs.

Group Events

PRE-EVENT, DURING AND POST EVENT LOGISTICS :

- Coordinate the arrangements on F+B packages, locations, rooming list with customers after the group and events are confirmed, and with the relevant departments
- Communicate with customers over the phone or e-mails and understand their needs and deliver the requests to the operation team.
- Ensure communication meetings occur and are accompanied by documentation/minutes on a monthly basis, or more often as the events approach.
- Responsible for preparing all event documentation and coordinates with Sales, property departments and customer to ensure consistent, high level service throughout pre-event, event and post-event phases of property events.
- Ensures that events progress seamlessly by following established procedures, collaborating with other employees, and ensuring accuracy.
- Ensures billing accuracy and conducts bill reviews with the clients prior to processing the final bill.
- Manages group room blocks and meeting space for average to large-sized assigned groups.
- Identifies operational challenges associated with his/her group and determines how to best work with the property staff and customer to solve these challenges\ and/or develop alternative solutions.
- Uses his/her judgment to integrate current trends in event management and event design.
- Participates in customer site inspections and assists with the sales process as necessary.
- Solicits feedback from the property departments to identify areas for improvement to enhance the Event Planner's experience.



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- Conducts formal pre- and post-event meetings as required to review/communicate group needs and feedback.
- Create staff rota for the events; brief the team on their duties
- **Building and Contributing to Teams** - Actively participates as a member of a team to move the team toward the completion of goals.
- **Driving for Results** - Sets high standards of performance for self and/or others; assumes responsibility for work objectives; initiates, focuses, and monitors the efforts of self and/or others toward the accomplishment goals; proactively takes action and goes beyond what is required.
- **Planning and Organizing** - Gathers information and resources required to set a plan of action for self and/or others; prioritizes and arranges work requirements to accomplish goals and ensure work is completed.

ENSURING AND PROVIDING EXCEPTIONAL CUSTOMER SERVICE:

1. Delivers excellent customer service throughout the customer experience and encourages the same from other employees.
2. Empowers employees to provide excellent customer service.
3. Sets a positive example for guest relations.
4. Coordinates and communicates event details both verbally and in writing to the customer and property operations.
5. Makes presence known to customer at all times during this process.
6. Oversees his/her customer experiences from file turnover through the post event phase until turnover back to sales.
7. Responds to and handles guest problems and complaints.
8. Uses personal judgment and expertise to enhance the customer experience.
9. Stays available to solve problems and/or suggest alternatives to previous arrangements.
10. Ensures hourly employees understand expectations and parameters for event activities

4 STAFF MANUALS

- Obtain and study all staff manuals
- Obtain and learn all Events food and beverage packages

5 My Focus

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6. My Supporting Functions

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- Ensures hourly employees understand expectations and parameters for event activities
- In addition to performance of the essential functions, I may be required to perform any other special tasks assigned on an daily basis by Management of the Estate.

SALES:

- Negotiate, persuade, book and coordinate sales
- Establish and maintain an active relationship with main bookers to increase customer satisfaction and business to Villa Lena as well as maintain a close communication with all Departments in order to work on leads and achieving loyalty.
- Develop an effective sales strategy for getting business; packages and upselling packages; other upselling opportunities
- Implement an effective selling strategy and ensure this strategy is understood and executed by all Team Members
- Recognizes opportunities to maximize revenue opportunities by up-selling and offering enhancements to create outstanding events
- Assists in the sales process and revenue forecasting for customer groups.
- Up-sells products and services throughout the event process.



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- Forecasts group sleeping rooms and event revenue (catering and audio visual) for his/her groups.

BUDGET:

- Make sure all extra requests are fairly charged and are at no loss to the company
- Work with the local suppliers to ensure commission agreements for large orders
- Create cash flow calendar for deposits and pre-payments; coordinate all the contracts; ensure payments are deposited into company's account prior to the event
- Budget extra packages and add-on services
- Budget and plan staff shifts for the events

TRACK:

- Inquiry and Booking curve
- Best selling packages and products
- Successful upselling techniques

YOU WILL WORK WITH:

- F+B supervisor
- Chef
- Rooms Divisions
- Internal Events & Communications Supervisor
- GM and Operations Manager
- Accounting Department

7. My Characteristics For This Position

- Displays emotional maturity and sensitivity in dealing with others
- Operates with integrity and objectivity at all times
- Creative and innovative style and approach
- Previous Events experience a must
- Experience with Microsoft Office (Word and Excel mandatory), learning and implementing Talent Resources and Development Office Software
- Strong written and verbal communication skills
- Understands and demonstrates good internal customer service and works to support organizational goals



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8. My Physical Demands

Being aware that most work tasks in my job function are performed indoors and outdoors
Being able to stand and exert well-paced mobility
Being able to exert well-paced mobility to maneuver between functions occurring simultaneously
Being able to exert well-paced mobility in limited space and have agility to use and operate all necessary equipment
Being able to grasp, write, stand, walk, and have repetitive motions, bend, climb, listen and have visual acuity.
Always projecting enthusiasm, energy and involvement in my communication with guests, supervisors and other associates

9. My Qualification Standards

I must have a high school degree or equivalent education.

10. My Experience

I should have at least 2 years' experience in a Similar Events Coordinator Role including F&B and Events operational background.

11. Licenses Or Certificates

Not applicable.

My Promise is not an exclusive or exhaustive list of all job functions that I can be asked to perform. I shall from time to time whilst in employment with Villa Lena Estate accommodate any other requests to contribute towards the success of the Estate .

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- This confirms that I have read, understood and accept the job function that has been assigned to me for the abovementioned position.

- Job Holder Name / Position / Date _____

- Issued by Manager Name / Position / Date _____

- Copy Received by Administration / Date _____

- Property _____

(Kindly initial all pages at the bottom right hand corner of the previous pages prior to signing on this last page.)



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