



Cardo Hotels – Event Sales Executive

JOB DESCRIPTION

Job title: Event Sales Executive

Reports directly to: Director of Sales & Distribution

Overall Job Purpose

The **Event Sales Executive** is responsible for managing event-related sales opportunities, converting inquiries into confirmed business, and ensuring a smooth transition from sales to operations. The role focuses on building strong client relationships, preparing tailored proposals, and maximizing revenue while upholding Marriott brand standards. It involves **proactively identifying client needs, conducting site inspections, and presenting customized event solutions** that reflect the hotel's capabilities. The Event Sales Executive also **collaborates closely with the Events and Operations teams** to ensure accurate handovers, supports **forecasting and pipeline management**, and contributes to the hotel's commercial strategy through **market analysis and competitive insights**. A strong focus on guest satisfaction, revenue optimization, and brand-aligned communication is essential to the role.

Skills & Qualifications

- **Sales mindset** with strong negotiation and communication skills
- Excellent organizational abilities and attention to detail
- Ability to manage multiple inquiries and deadlines
- Strong client-service orientation and problem-solving attitude
- Proficiency in MS Office and CRM/event management systems and Opera
- Fluent English; additional languages are an advantage

Candidate profile

Education and Experience

Minimum 3-4 year experience in similar role in comparable property with sizeable rooms and meeting spaces.

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Key Responsibilities

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- **Lead Management** — Manage incoming event inquiries, qualify business opportunities, and respond promptly with accurate information.
- **Client Relationship Development** — Build and maintain strong relationships with clients, ensuring clear communication throughout the sales process.
- **Proposal & Contract Creation** — Prepare tailored proposals, quotations, and contracts aligned with client needs and hotel guidelines.
- **Site Inspections** — Conduct professional site visits, showcasing meeting spaces, F&B options, and event capabilities.
- **Revenue Optimization** — Identify upselling and cross-selling opportunities to maximize event revenue across spaces, services, and F&B.
- **BEO Preparation & Handover** — Ensure accurate and timely creation of Banquet Event Orders and provide clear handovers to the Events and Operations teams.
- **Cross-Department Collaboration** — Work closely with Sales, Banqueting, F&B, and Front Office to guarantee seamless event execution.
- **Market & Competitor Analysis** — Monitor market trends, competitor activity, and client feedback to support commercial strategy.
- **CRM & Reporting** — Maintain updated CRM records, manage the sales pipeline, and support forecasting and reporting activities.
- **Brand Standards Compliance** — Ensure all communication, proposals, and client interactions reflect Marriott's service and brand guidelines.

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Preferred:

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- Has demonstrated the ability to always work on behalf of Guests
- Has demonstrated the ability to work with other Team Members
- Previous experience in event roles within 4/5-star hotels or MICE environments
- Familiarity with Marriott standards and processes
- Basic understanding of AV equipment and meeting setup

Principal Accountabilities

- Lead Management — Handle incoming event inquiries, qualify leads, and respond promptly with accurate information.
- Proposal & Contracting — Prepare customized proposals, quotations, and contracts aligned with client needs and hotel guidelines.
- Client Relationship Management — Maintain ongoing communication with clients, ensuring expectations are understood and met throughout the sales cycle.
- Revenue Optimization — Identify upselling opportunities across meeting spaces, F&B, and additional services to maximize event profitability.
- BEO & Handover Coordination — Ensure accurate preparation of Banquet Event Orders and provide clear handovers to the Events and Operations teams.
- Cross-Department Collaboration — Work closely with Sales, Banqueting, F&B, and Front Office to guarantee seamless event execution.
- Market Awareness — Monitor competitor activity, market trends, and client feedback to support strategic decisions.
- Administrative Support — Maintain CRM records, update databases, and support reporting and forecasting activities.

<http://cardohotels.com/>