



SALES COORDINATOR

PLACE OF WORK

Hatfield House is a historic and unique country house venue located in Hertfordshire, near Central London. It combines the advantages of a country venue with proximity to Central London, making it a desirable and beautiful setting for a variety of events, including conferences, weddings and distinguished celebrations. The venue prides itself on providing excellent food and service for all meetings and events. For more detailed information, please visit [Hatfield House](#).

SUMMARY OF THE ROLE

This is an exciting opportunity to join Hatfield Park during a pivotal time as we expand our conferences and events business. You will play a vital role in driving revenue growth by converting enquiries into confirmed bookings, delivering exceptional customer experiences, and proactively identifying new business opportunities, all whilst working in a vibrant and evolving environment. It's a perfect time to come on board and be a part of shaping our future.

MAIN RESPONSIBILITIES / DUTIES

As the Sales Coordinator at Hatfield Park, you'll take ownership of the full sales cycle, from initial enquiry through to conversion, maximising booking value and revenue opportunities. Your role involves direct communication with clients to understand and fulfil their event needs, showcasing the unique aspects of our venue to potential clients.

- Proactively contributes to revenue growth by identifying and securing new business across corporate events, conferences, and weddings.
- Achieve individual and team sales targets, maximising revenue through upselling and cross-selling event services.
- Own the sales process of a wide range of events including corporate gatherings, conferences, weddings, and ground outdoor events.
- Consult with clients to understand their needs and confidently sell tailored event solutions that maximise spending and enhance the customer experience.
- Work closely with the Function Coordinator to hand over agreed contracts for execution and support on event days where required.
- Negotiate with suppliers to secure competitive rates and maximise event profitability.
- Coordinate with various departments to ensure seamless event management.

Job title: Sales Coordinator

Location: Hatfield Park

Contract: Permanent

Hours: 37.5 hours per week.
This post will involve some weekend and bank holiday working

Reporting to: Conferences and Events Manager

- Provide a high level of customer service, addressing client concerns and feedback promptly and professionally.
- Ensuring client satisfaction is a top priority, creating memorable experiences for all attendees.
- Compliance and Safety: Ensure all events comply with health and safety regulations.
- Support with conducting client tours to establish all requirements and create the bespoke experience that leverages the uniqueness and authenticity that Hatfield Park offers.
- Each month review the 6-month rolling availability and highlight high and low demand dates and support the team to maximise booking opportunities.
- Support the Conferences and Events Manager in researching markets to identify opportunities for new business.
- Assist the marketing team to update online and digital communication.
- Arrange the effective distribution of marketing materials.
- Monitor competitor activity and highlight response required.
- Maintain and actively manage the enquiry pipeline, tracking conversion rates through reporting and implementing strategies to maximise bookings.
- Support the data integrity of the booking database and successful implementation of systems and processes to ensure departmental compliance with GDPR regulations.
- Undertake any other reasonable duties as may be required by the Conferences and Events Manager.
- Represent Hatfield Park at a number of networking events throughout the year to grow the reputation of the business and cultivate new opportunities.

These duties may change from time to time in consultation with the post holder, to reflect the needs of Hatfield Park.

DESIRABLE SKILLS AND ATTRIBUTES

- Experience in event coordination or sales is a plus, but a can-do attitude and eagerness to learn are equally valued.
- A go-getter with a strong ability to sell and promote event spaces with confidence and enthusiasm.
- Excellent verbal and written communication and interpersonal skills, with the ability to engage clients and team members alike.
- Excellent time management and organisational skills to handle multiple tasks efficiently.
- A keen eye for detail and professional manner.
- Strong influencing and relationship-building skills, with a customer-focused approach.
- Administration IT skills, including computer literacy and familiarity with database/booking packages (including ideally Event Temple) and CRM.
- Flexibility to adapt to new challenges and changes in a dynamic work environment.
- Good understanding of social media and how to use it to promote events and generate opportunities.
- Able to think creatively and bring fresh ideas to event planning and execution.
- Ability to work collaboratively within a team while also taking the initiative to lead on individual projects.
- Proven ability (or strong desire) to meet sales targets with confidence in closing sales.



- A commercial mindset that actively seeks out opportunities, converts enquiries into bookings, and consistently maximises revenue.

DISCRETIONARY BENEFITS OFFERED WITH THIS ROLE INCLUDE:

- Private medical insurance, with the option to add family members at the employee's cost.
- Life cover at 2x salary.
- Workplace Pension Scheme via salary exchange (5% employee contributions, 3% employer contributions).
- Cycle to Work scheme.
- Electric car leasing scheme.
- Spark – Employee Assistance Programme, mental health support and virtual GP appointments, available 24/7.
- 25 days holiday each year, plus bank holidays, with the option to purchase up to 3 additional days each year.
- Additional holiday offered at long-service milestones – 5 / 10 / 15 / 20 / 25 years' service.
- Season ticket loans (interest free).
- Eye test reimbursement.
- Programme of wellbeing events and offerings throughout the year.
- Staff recognition programme.
- Charity policy with a paid volunteering day.
- Complimentary or discounted event tickets, including tickets for other Treasure Houses.
- Telus Health One (formerly 'Life Works') – discounts for shops, restaurants, cinemas and more.
- Free visits to Hatfield Park with up to 3 guests (this is available to staff outside of their normal working hours, as long as the Park is open to the public).
- Retail discounts in Stable Yard shops within the grounds of Hatfield Park, (including 50% discount at The Coach House Kitchen and 10% discount at The Oak House, amongst others).

HOW TO APPLY

To apply, please address your CV and covering letter to Sara Haines, and send them via email to s.haines@hatfieldpark.co.uk.

Closing date: 6th May, interviews will be booked for W/C 11th May.

PRIVACY NOTICE

Please visit <https://www.hatfield-house.co.uk/privacy-notice/> to read our Privacy Notice on how we process the personal information you supply with your application.

