

Job Description

Job Title	Junior Sales & Reservations Co-ordinator	Contract Type	Permanent – 32 hours per week
Reporting To	Head of Sales & Reservations	Department	Hotel Sales
Location	Bolton Stadium Hotel	Responsible for (if manager)	N/A

Role Purpose

To drive revenue growth across all areas of the Hotel by supporting proactive sales activity, managing reservations efficiently, and maximising every opportunity for business conversion. The Sales & Reservations Executive plays a key role in achieving departmental and Hotel targets, as set by the General Manager and the Head of Sales & Reservations, while consistently delivering the highest standards of service and ensuring an exceptional client journey.

Main Areas of Responsibility

Sales

- Proactively identify and convert new business opportunities across corporate, leisure, and events markets.
- Support the Head of Sales & Reservations in delivering the annual sales strategy and achieving revenue targets.
- Conduct sales calls, site visits, and show rounds in a professional and engaging manner to secure new and repeat business.
- Build and maintain strong client relationships, ensuring high levels of customer retention and repeat bookings.
- Prepare and manage contracts, proposals, invoices, and payment schedules for all events and group bookings.
- Maintain up-to-date knowledge of local market trends and competitor activity to ensure the Hotel remains competitive in pricing and product offerings.
- Actively upsell hotel facilities and services—including accommodation, dining, and event enhancements—at every opportunity.
- Attend networking events, exhibitions, and trade shows as required to promote the Hotel and generate new leads.

Reservations

- Manage all bedroom reservations, ensuring accurate data entry, timely confirmations, and adherence to Hotel standards.
- Work closely with the Sales, Front Office, and Events teams to optimise room allocations, rates, and availability.
- Handle group and individual booking enquiries efficiently, ensuring maximum conversion and guest satisfaction.

- Ensure all guest and booking details are accurately recorded in Opera PMS and Sales & Catering systems (S&C).
- Process amendments, cancellations, and payments promptly and in accordance with Hotel policy.
- Maintain strong communication with all operational departments to ensure seamless delivery of the guest experience

Customer Service & Administration

- Always deliver outstanding customer service, demonstrating professionalism and care.
- Handle all customer comments and complaints promptly, ensuring issues are resolved effectively and reported as required.
- Capture guest feedback post-event or stay and communicate relevant insights to the management team.
- Ensure all data input into Opera PMS and Sales & Catering systems is accurate, complete, and compliant with company standards.
- Support the coordination of event logistics, liaising with relevant departments to guarantee smooth execution.

Health, Safety & Compliance

- Ensure all legal, statutory, and company health & safety requirements are met, maintaining a safe environment for guests and colleagues.
- Adhere to all company policies, including safeguarding, equal opportunities, and diversity standards.

General Responsibilities

- Act as an ambassador for Bolton Stadium Hotel, always promoting a professional image.
- Collaborate effectively with colleagues and other departments to ensure a cohesive, supportive working environment.
- Undertake any additional duties reasonably requested by the Head of Sales & Reservations
- Treat all colleagues and guests with respect, always ensuring positive and inclusive communication.

Key Attributes

- Strong sales and negotiation skills.
- Excellent communication and interpersonal abilities.
- Attention to detail and strong organisational skills.
- Proficiency in Opera PMS and Sales & Catering systems.
- A proactive and results-driven approach.
- Commitment to delivering outstanding customer experiences.

As an equal opportunities employer, Bolton Stadium Hotel is committed to the equal treatment of all current and prospective employees and does not condone discriminations on the basis of age, disability, sex, sexual orientations, pregnancy and maternity, race or ethnicity, religion or belief, gender identity or marriage and civil partnership.

We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join us.

Declaration

I, confirm I have read, understood and agreed to this job description, which explains the main duties/responsibilities of my job, but is in no way exhaustive and any other duties relevant to my post may be required as and when.

Print Name

Signature

Date