



Join us as
Sales & Events Coordinator

Where stays
become stories.

About Classic Lodges

Classic Lodges is a privately owned hotel group established in 1992, with eight unique hotels set in some of the UK's most captivating locations. Each of our properties has its own character, history, and story to tell, from elegant country houses to charming coastal retreats.

Role:	Sales & Events Coordinator
Department:	Sales & Events
Hotel / Location:	Lakeside
Responsible to:	Sales Manager
Responsible for:	N/A

About the Role

As Sales & Events Coordinator, you will play a key role in growing weddings, celebrations, meetings and events at Lakeside Hotel, combining a warm, customer-focused approach with clear commercial drive. This role is about creating confidence from the very first enquiry: responding quickly, asking the right questions, showcasing the hotel beautifully and helping clients picture their event with us.

You will manage the journey from enquiry through to event delivery, building strong relationships, following up opportunities, converting business and ensuring every detail is accurately communicated to the wider hotel teams. Proactive sales activity is central to the role, including outbound calls, re-engaging previous enquiries and promoting Lakeside Hotel as a memorable destination for special occasions, corporate events and hospitality experiences.

Purpose of the Role

To bring our purpose — “to create meaningful experiences that connect people, places and memory” — to life by helping customers choose Lakeside Hotel for their weddings, celebrations, meetings and events. Through proactive sales, thoughtful planning and warm, professional communication, this role ensures each customer journey feels personal and well cared for while supporting the hotel's commercial success.

Activities Involved in this Role

- Manage telephone and email enquiries professionally, responding promptly and proactively following up all leads to maximise conversion.
- Generate new business through outbound calls, warm lead follow-up, re-engaging previous enquiries and actively promoting Lakeside Hotel for weddings, celebrations, meetings and events.
- Conduct engaging and tailored sales show rounds, confidently showcasing the venue, bedrooms, event spaces and wider guest experience.
- Build strong relationships with prospective and confirmed clients, understanding their requirements and identifying opportunities to upsell and increase event revenue.
- Coordinate bookings from initial enquiry through to the event, ensuring diaries, CRM records, correspondence, contracts and internal communication are accurate and up to date.
- Work closely with operational hotel teams to support effective planning and delivery of weddings, celebrations, meetings and events.
- Support and host weddings and events on the day where required, ensuring service standards, personal touches and attention to detail are maintained throughout.
- Promote the hotel through open days, exhibitions, networking, local partnerships and other agreed sales and marketing activity.
- Contribute positively to sales targets, revenue growth, occupancy opportunities and the wider commercial performance of the hotel.

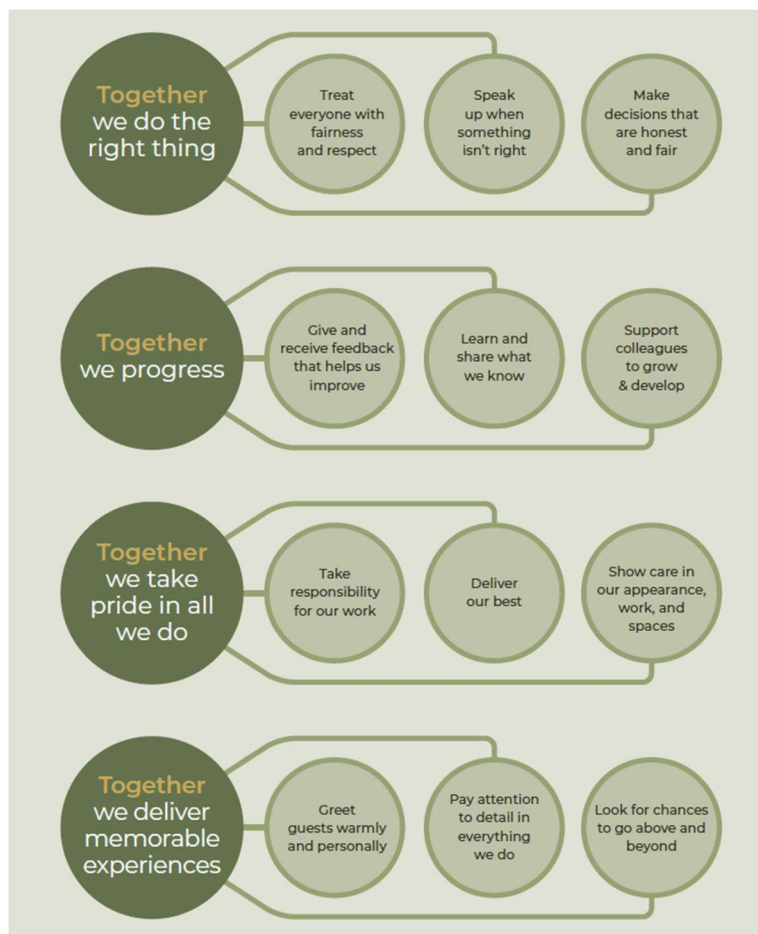
What Success Looks Like

- Enquiries are followed up promptly, professionally and consistently, resulting in strong conversion from enquiry to confirmed booking.
- Outbound sales activity creates a healthy pipeline of weddings, celebrations, meetings and events, including re-engaged previous enquiries and warm leads.
- Clients feel valued, understood and confident in the hotel's ability to deliver their event.
- Show rounds are engaging, personalised and commercially effective, showcasing Lakeside Hotel as a memorable destination venue.

- Bookings, diaries, CRM records and correspondence are accurate, timely and easy for the wider team to use.
- Events are well planned and communicated, with operational teams clear on customer expectations and key details.
- Event revenue is maximised through confident upselling, strong commercial awareness and attention to detail.
- Clients and guests leave with a positive impression of Lakeside Hotel and are encouraged to recommend, rebook or return.

Our Values & Behaviours

At Classic Lodges, our values and behaviours are at the heart of everything we do. They guide how we work, how we treat each other, and how we create meaningful experiences for our guests. In every role, living our values is just as important as the tasks you perform.



What You'll Need to be Successful in This Role

Skills/Knowledge	You will need excellent communication skills and a confident, professional telephone and email manner. You should be able to build positive relationships with customers, follow up enquiries consistently and take a proactive approach to converting opportunities into confirmed bookings. Strong organisation, attention to detail and time management are essential, along with commercial awareness and confidence in identifying opportunities to maximise revenue. Good IT skills are required, including Microsoft Word, Outlook and Excel. Knowledge of Rezlynx or similar hotel systems would be an advantage.
Experience	You should have experience in a customer-facing role where service, communication and organisation are key. Experience in hospitality, sales, weddings, meetings or events would be desirable, but we are also interested in candidates who can show the right attitude, confidence and potential to succeed in a busy sales and events environment.
Personal Qualities	You will be friendly, confident and professional, with a genuine passion for hospitality and creating memorable guest experiences. You should be self-motivated, reliable and able to use your initiative, while also working positively with colleagues across the hotel to ensure customers feel valued and events are delivered smoothly.

This role requires flexibility, which may include weekends, evenings and peak periods in line with weddings, events and hotel operations.

To succeed in any role within Classic Lodges, candidates must show that their values and behaviours align with ours. This alignment will be evaluated throughout the recruitment process.