

Join us as

Sales & Events Coordinator

Where stays
become stories.

CLASSIC LODGES®

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 join the in-house Sales team at Lakeside Hotel, learning how a busy hotel sales and events team works. You will develop practical skills in handling enquiries, supporting bookings and helping to coordinate weddings, celebrations, meetings and events, combining a warm, customer-focused approach with a growing understanding of sales.

Working alongside experienced colleagues, you will learn how to build client relationships, showcase the venue and organise the details that create memorable guest experiences. You will gain experience in responding to incoming enquiries and supporting proactive sales activity, including following up warm leads and reconnecting with previous enquiries. As your skills and confidence grow, you will take on more responsibility with guidance from the team. There is also the opportunity to undertake a Level 4 apprenticeship to support your learning and development.

Purpose of the Role

To bring our purpose — "to create meaningful experiences that connect people, places and memory" — to life by supporting customers as they plan their weddings, celebrations, meetings and events at Lakeside Hotel. Through practical experience, guidance and feedback, you will develop the sales, planning and communication skills needed to help each customer feel valued and well cared for, while learning how your role contributes to the hotel's success.

Activities Involved in this Role

- Learn to handle telephone and email enquiries professionally, record client requirements accurately and follow up leads with support from the team.
- Support outbound calls and emails, follow up warm leads and previous enquiries, and learn how to turn interest into confirmed bookings.
- Assist with tailored hotel show rounds, developing the confidence to showcase the venue, bedrooms, event spaces and wider guest experience.
- Build positive relationships with prospective and confirmed clients, learning to understand their requirements and recommend suitable options for their event.
- Help coordinate bookings from initial enquiry through to the event, keeping diaries, CRM records, correspondence and booking details accurate and up to date.
- Work with colleagues across the hotel to communicate event requirements and support the planning and delivery of weddings, celebrations, meetings and events.
- Assist with weddings and events on the day, learning how teamwork, personal touches and attention to detail create excellent guest experiences.
- Support open days, exhibitions, local partnerships and other agreed sales and marketing activities that promote Lakeside Hotel.
- Learn how enquiry follow-up, suitable recommendations and accurate coordination contribute to sales targets, event revenue and the hotel's wider commercial success.

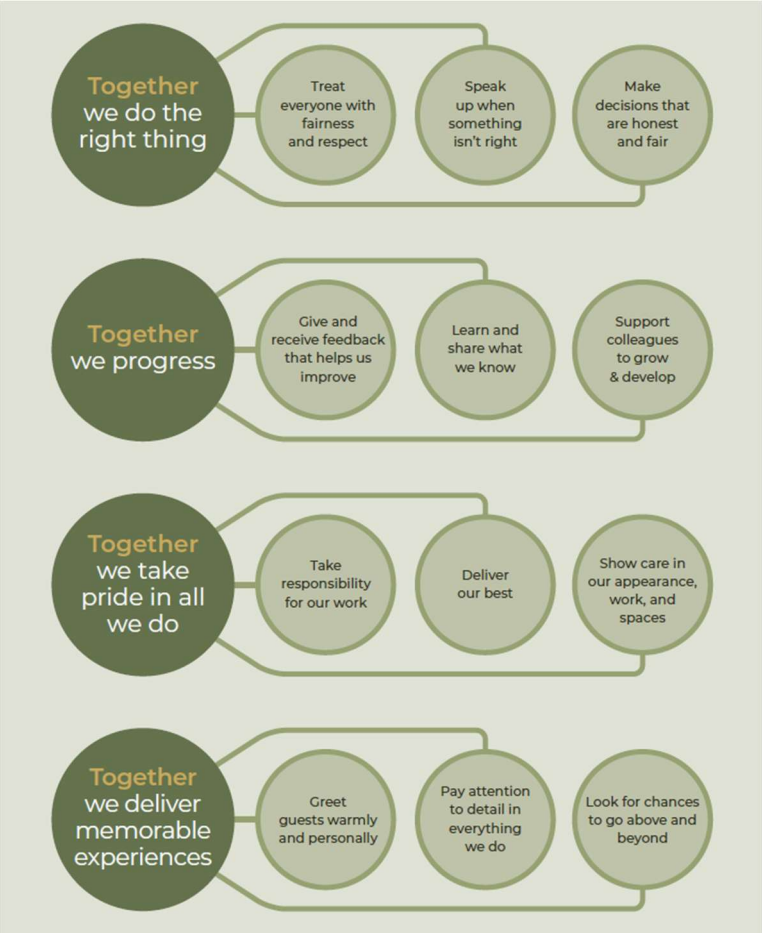
What Success Looks Like

- Enquiries are handled and followed up promptly and professionally.
- Warm leads and previous enquiries are followed up consistently.
- Clients feel listened to, valued and supported.
- Participation in show rounds becomes increasingly confident and personalised, helping prospective clients understand what Lakeside Hotel can offer.
- Bookings, diaries, CRM records and correspondence are accurate and up to date.

- Event requirements are communicated clearly and in good time, helping operational teams understand customer expectations and key details.
- Understanding of sales and event coordination develops through practical experience, feedback and a willingness to learn, with responsibility increasing as skills and confidence grow.
- Teamwork, attention to detail and a warm approach help clients and guests enjoy positive, memorable experiences.

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 have a friendly, approachable manner and an interest in developing your communication and customer service skills. You should be keen to learn how to speak with clients, follow up enquiries and recommend suitable event options. Good organisational skills and attention to detail are important, alongside a willingness to learn how to prioritise tasks. Basic IT skills are required, with a willingness to develop your use of Microsoft Word, Outlook and Excel and learn hotel systems, including Rezlynx.
Experience	No previous sales or events experience is required. We are looking for enthusiasm, potential and a willingness to learn, with an interest in sales, weddings, celebrations, meetings and events. You should be curious about how a hotel attracts bookings and delivers successful events, and keen to gain practical experience alongside experienced colleagues.
Personal Qualities	You will be positive, friendly and enthusiastic about hospitality and helping guests enjoy memorable experiences. You should enjoy working as part of a team, be willing to ask questions and seek support, and show a commitment to learning, acting on feedback and developing new skills. The opportunity to undertake a Level 4 apprenticeship offers a route to support this development.

This role requires a flexible approach to working hours, which may include evenings, weekends and bank holidays 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.