

# The BRUCE Hotel

**Job Title: Sales and Events Coordinator**

**Location: The Bruce Hotel, Stratford, Ontario**

**Reports To: Director of Revenue and Guest Experience**

**Wage Range: \$24.00 - \$28.00 + Commissions**

**Benefits: Health Spending Account**

## **About Us**

The Bruce Hotel is an award-winning boutique luxury hotel with a fine dining restaurant, offering an unparalleled guest experience through exceptional service, exquisite dining, and thoughtfully curated events. We are seeking a dynamic and detail-oriented **Sales and Events Coordinator** to join our team and play a pivotal role in the planning and coordination of memorable events and group experiences.

## **Position Overview**

The **Sales and Events Coordinator** is responsible for the seamless planning and coordination of all private events, group reservations, and special occasions at the hotel. This role serves as the main point of contact for clients from initial inquiry through the planning stages, ensuring all details are meticulously arranged before seamlessly handing off execution to the appropriate operational team. As the sole member of the Sales and Events department, the ideal candidate must be highly organized, self-motivated, and skilled in cross-departmental communication to ensure flawless event delivery.

## **Key Responsibilities**

### **Sales & Client Relations:**

- Respond to event and group booking inquiries, providing timely and professional communication.
- Conduct property tours and consultations to showcase event spaces, guest accommodations, and dining experiences.
- Build strong relationships with potential and returning clients, understanding their needs and offering tailored event solutions.
- Draft and present proposals, contracts, and event confirmations.
- Actively seek new business opportunities, including corporate events, weddings, and special occasions.

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## **Event Coordination & Planning:**

- Work closely with clients to plan all details of their events, including menu selections, floor plans, audiovisual requirements, and décor considerations.
- Coordinate with internal teams, including Food & Beverage, the Executive Chef, Front Desk, Housekeeping, and Maintenance, to ensure all event details are documented and executed per client expectations.
- Manage event logistics and timelines, ensuring smooth transitions between planning and execution.
- Develop and maintain event orders, diagrams, floor plans, and function sheets that serve as a comprehensive guide for the operational teams.
- Maintain accurate records of client preferences, dietary restrictions, and special requests to enhance guest experiences.
- Conduct weekly event meetings to debrief department leadership on the operational expectations for all bookings
- Conduct post-event follow-ups with clients to gather feedback and foster future bookings.

## **Handoff & Execution:**

- Ensure a thorough handoff of finalized event plans to the appropriate department for execution.
- Provide clear and concise event orders, including all necessary details, to the respective teams.
- Work closely with the Food & Beverage team to ensure smooth transitions from planning to execution.
- Remain reasonably available for consultation during event execution but does not oversee or manage real-time operations.
- Ensure that any last-minute changes are communicated effectively to the teams responsible for execution.

## **Administrative & Revenue Responsibilities:**

- Maintain an up-to-date event calendar and track event inquiries, bookings, and revenue data.
- Assist with budgeting and forecasting for the Group Sales and Events department.
- Collaborate with the Director of Revenue and Guest Experience on pricing strategies, sales initiatives, and promotional opportunities.
- Ensure compliance with licensing, permits, and venue capacity regulations.
- Manage vendor relationships, including rental companies, florists, and entertainment providers, to enhance event offerings.
- Ensure all financial details are handled accurately and closed throughout all systems

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## Qualifications & Skills

- **Experience:** Minimum of 2-3 years in event sales, coordination, or hospitality roles, preferably in a boutique hotel or luxury setting.
- **Education:** Degree or diploma in Hospitality Management, Event Planning, or a related field is an asset.
- **Skills:** Exceptional organization, attention to detail, and ability to multitask in a fast-paced environment.
- **Communication:** Strong verbal and written communication skills, with the ability to build relationships with clients and internal teams.
- **Technology:** Proficiency in event management software, CRM systems, and Microsoft Office Suite.
- **Flexibility:** Ability to adapt to changing priorities and work evenings or weekends as needed based on event schedules.
- **Sales Ability:** Strong negotiation and sales skills to maximize revenue opportunities.

## Why Join Us?

- Work in a luxury boutique hotel setting with a team that values excellence and creativity.
- Be a key contributor to creating memorable guest experiences through bespoke events.
- Enjoy opportunities for professional growth and career development.
- Competitive salary and benefits package.

If you are passionate about hospitality, have a keen eye for detail, and thrive in a role that blends client engagement with meticulous planning, we invite you to apply and be part of our exceptional team by emailing HR your cover letter and resume to [HR@thebruce.ca](mailto:HR@thebruce.ca)