



Job Description

Head of Event Management and Hospitality Sales

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Position Title: Head of Event Management and Hospitality Sales

Department: Events and Hospitality Sales

Reports To: Chief Operating Officer (COO)

Version: 1.0

Job Overview

The Head of Event Management and Hospitality Sales is responsible for leading the strategic direction, planning, and execution of all events and sales activities across Grand Royale Group's properties. This role combines operational excellence with commercial acumen to deliver exceptional guest experiences while maximising event revenue and occupancy. The position oversees venue management, event production, client relationships, and sales performance across the Group's hotels, restaurants, and event spaces.

Key Responsibilities

Event Planning & Execution

- Lead the planning and delivery of weddings, conferences, corporate events, and private functions.
- Ensure every event aligns with Grand Royale Group's luxury service standards.
- Oversee venue setup, logistics, and coordination with F&B, operations, and facilities teams.
- Manage event timelines, budgets, and risk mitigation processes.





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Sales Leadership & Business Development

- Develop and implement sales strategies to achieve event revenue targets.
- Build and maintain relationships with corporate clients, event planners, and travel partners.
- Identify new business opportunities and negotiate contracts with prospective clients.
- Collaborate with the Marketing team to promote venues and special event packages.

Client Relations & Experience

- Lead client engagement initiatives to ensure satisfaction and repeat business.
- Provide end-to-end client management from enquiry to post-event follow-up.
- Handle escalated client concerns with professionalism and diplomacy.
- Maintain a consistent focus on guest experience and service quality.

Operational Coordination & Financial Performance

- Manage event department budgets, forecasts, and profitability.
- Analyse event performance data and prepare regular reports for senior leadership.
- Ensure efficient resource allocation and cost control across departments.
- Support innovation in event offerings to increase market competitiveness.

Team Leadership & Development

- Lead, train, and motivate event coordinators and sales executives.
- Foster collaboration and communication across teams and venues.
- Conduct regular performance reviews and establish professional development plans.
- Encourage creativity and problem-solving to enhance event delivery.





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Qualifications and Experience

- Bachelor's degree or Diploma in Event Management, Hospitality, or Business (mandatory).
 - Minimum 8 years' experience in event management or hospitality sales, with at least 3 years in a senior leadership role.
 - Proven ability to manage large-scale events and drive revenue growth.
 - Strong understanding of event logistics, sales processes, and hospitality operations.
- Experience working with CRM systems and event management software.

Skills and Competencies

- Exceptional leadership and communication skills.
- Strong negotiation, networking, and relationship management capabilities.
- Commercial mindset with strategic sales planning ability.
- Excellent organisational and multitasking skills.
- Creativity, adaptability, and commitment to guest satisfaction.

Working Conditions

This is a full-time leadership position based in Gold Coast, Queensland, with frequent travel between event venues, hotels, and client sites. The role requires flexibility, including availability during weekends, holidays, and evenings to oversee events and client engagements.

Key Performance Indicators (KPIs)

- Event profitability and sales revenue performance.
- Client satisfaction and repeat business rates.
- Successful delivery of events within scope, budget, and deadlines.
- Team performance and engagement levels.
- Growth in market share and new client acquisitions.

Company Values and Culture

Grand Royale Group exemplifies elegance, creativity, and professionalism in every event. The organisation promotes teamwork, accountability, and service excellence. The Head of Event Management and Hospitality Sales plays a key role in driving these values by ensuring every event reflects the Group's luxury brand standards.





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Career Path

This position provides advancement opportunities into senior commercial roles such as Director of Sales and Marketing, Group Operations Director, or General Manager within Grand Royale Group or the broader hospitality industry.

