



MISSION STATEMENT; “ To assist all young people in reaching their full potential, by offering Christian love through Sport, Creative Activity and Adventure, in a caring, accepting, safe environment - sharing enthusiasm and building respect and self-esteem through relationships.”

SALES CO-ORDINATOR

Job Description & Personal Specification

Overview

Centre:	Pioneer Centre
Position:	Sales Co-ordinator
Reporting to:	General Manager
Role Type:	37.5 hours, Monday till Friday, flexible for occasional weekends according to business needs
Proposed Hours:	Generally, 9am – 5pm (30 minute unpaid lunch) but sometimes 10am – 6pm and occasional shift or evening cover

Job Description - DUTIES AND RESPONSIBILITIES

- Answering phone calls, emails, taking booking enquiries in a timely manner and responding daily to the tasks on the booking and email systems.
- Checking availability and negotiating pricing packages as authorised by Head of Centre. This involves working closely with the Activities senior team and General Manager, ensuring no conflicts between bookings, capacity and service.
- Obtaining authorisation for any price reductions from the Head of Centre before any discount is made.
- Maintaining accurate up-to-date and comprehensive records of response to all contacts, including logging all telephone calls/emails by using the booking and cloud-based systems. Maintaining any customer databases.
- Building relationships with potential group leaders via email, telephone contact, on-site visits and on occasion events or offsite arrangement as required.
- Following up provisional bookings and enquiries on a daily basis.
- Ensuring calendar and systems are up to date.
- Updating customer booking records.
- Researching, creating and approaching new customers, recording detailed lists.
- Preparing statistical documentation for management as requested, including for data analysis to be presented at any regular sales meetings.
- Working independently on contact with new customers and reporting feedback from such meetings.
- Verifying new groups or customers against the ethos and site rules ensuring that they are compatible with the organisation and centre services and raising any conflict with senior management before confirming a booking.
- Attending exhibitions and other events, when planned and agreed by line manager, in line with scheduled programme to publicise the Centre(s) and Action Centres UK and wider organisation.
- Being responsible for the running and training on all elements of the sales system.
- Ensuring any groups attending expectations are met through review of any evaluations and personal interactions whilst identifying new and suggested improvements to the senior managers in order to maintain and attract bookings.



- Working with the Marketing Team and other departments to help create relevant promotional material to attract new customers or inform existing.
- To ensure a FULL understanding of the bookings system and to support the bookings administrator or guest services where necessary (holidays or absence).
- Liaising between relevant staff (Operations Managers, Activities team, Night Duty staff, Catering, Guest services, Bookings and Housekeeping) to ensure clear communication of client requirements and amendments to any program or services.
- Inputting quotes and any financial related agreements into the system and where necessary passing information to Accounts Team.
- Attending Sales and Marketing Meetings as required.
- Taking part in training programmes, as agreed with management.
- Assisting in any other related tasks as deemed necessary for the operation of the centre or organisation.

Personal Specification

Job Specific – Essential

- High level of interpersonal skills
- Committed to providing a high-quality service
- Ability to work unsupervised and within a close team working environment
- Experience of working in an administration role
- Precise attention to detail and accurate administrative skills
- A working knowledge of general IT systems and applications including spreadsheets, word processing and databases
- Ability to keep neat accurate records and to analyse information
- Sympathetic and supportive of the Christian ethos of the organisation
- Valid Driving license
- Working experience of dealing with customers over the telephone and face to face

Job Specific – Desirable

- Experience of working within a sales team
- Experience of working with cloud-based booking systems
- Proven track record of sales

Personal Qualities – Essential

- Ability to plan, organise and prioritise own workload when required
- Must be flexible and adaptable, self-motivated and pro-active
- A committed team player
- Excellent verbal and written communication skills
- Ability to form positive relationships with customers and colleagues
- Enthusiastic and dynamic
- Friendly and approachable
- Good organisational and time management skills

Personal Qualities – Desirable

- Holds a Business Administration qualification or equivalent
- Experience of first contact out of office customer service

This job description dates from May 2026 and may be subject to review at any time as deemed necessary.