

JOB DESCRIPTION

Job Title:	Groups & Events Coordinator
Level:	Level 3
Reporting to:	Assistant Director of Sales and Marketing
Department:	Sales & Marketing
Responsible for:	Sales
Date:	14 November 2025

OBJECTIVE:

Every Mercure team member is an "Heartists". An Heartists represents Mercure's brand and its values, at all times. The Mercure Heartists will establish relationships and foremost, the Mercure Heartists will deliver an exceptional guest experience and promote the French Elegance.

Duties and Responsibilities

- Overcome the "location" challenge and build groups and events segment base for the hotel
- Create awareness with regards to the hotels meeting and banqueting facilities
- Implement and maintain the brand standards in all sales processes.
- Shift market share from the competition with specific focus on group segment
- Creates sales strategy for account penetration
- Executes groups and events strategy to achieve goals
- Develops contracts and correspondence, manages opportunity details and proactively develops customer solutions
- Works very closely with the Sales Team in developing the MICE, meeting & events, groups, group series, adhoc, trainings, social events and outside catering business opportunities
- Maintain an accurate database for groups and events segments
- Preparing the groups and events contract, pro-forma invoice, group resume, BEO and other documents related to groups and events
- Works on strategic negotiations and ensures to maximize the revenue opportunities for the hotel
- Works independently or centrally, depending on account, with corporate business travel segment to establish appropriate business transient pricing for assigned accounts
- Works with Director of Sales & Marketing on account productivity, opportunities and strategic direction
- Maintains accurate and up to date account data and reporting using account management systems
- Sets a positive example for guest relations.
- Establishes clear expectations for customers and the property throughout the sales process.
- Transfers accurate, complete and timely information to operating departments at the property.
- Effectively resolves guest issues that arise as a result of the sales process; brings issues to the attention of property leadership team as appropriate.
- Participate in guest satisfaction review sessions to identify areas of improvement; takes ownership of results and shares recommendations to address guest service issues
- Create both awareness and develop loyalty through familiarization trips, site visits and presentations.

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- Responsible for developing and maintaining close relationship with local convention bureau and tourist board offices.
- To assist in devising incentives for conference and incentive agents to stimulate business.
- Handle all incoming Groups and Events RFP's generated by sales offices, pertaining to own defined segment or portfolio
- Implement and execute all sales objectives and action plans to reach and exceed set targets
- Prepare offer letters according to guest requirements and availability, according to company standards and selling strategy
- Ensure that all necessary information about the event is obtained either from account manager or from the client directly prior to the preparation of an offer
- Maximize up selling opportunities by proposing additional events and activities suitable and complimenting to the Groups and Events booking
- Establish and maintain files of major accounts and assist Superiors in maintaining the accounts management system

Training and Talent & Culture

- Ensure wherever possible that employees are provided with a work place free of discrimination, harassment and victimization.
- Treat complaints of harassment and discrimination promptly and confidentially.
- Treat customers and colleagues from all cultural groups with respect and sensitivity.
- Identify and deal with issues which may cause cross cultural conflict or misunderstanding.

Miscellaneous

- All Heartists are required to comply with every reasonable request from their hierarchical supervisor(s) within an amount of time that it takes to comply under normal circumstances.
- All Heartists" may be assigned to other duties in the hotel as and when required by business levels.

GENERAL DUTIES:

Health and Safety

- Ensure that all potential and real Hazards are reported immediately and rectified
- Be fully conversant with all departmental Fire, Emergency and Bomb procedures
- Ensure that all emergency procedures are rehearsed, implemented and enforced to provide for the security and safety of guests and employees
- Ensure the safety of the persons and the property of all within the premises by fairly applying Hotel Regulations by strict adherence to existing laws, statutes etc.
- Ensure all staff within the department work in a manner which is safe and unlikely to give risk of harm or injury to selves or others
- Use safe manual handling techniques and practice safe work habits following Accor Health, Safety and Environment policies, maintain procedures to minimize our impact on the environment and prevent pollution.

Confidentiality

- Ensure confidentiality and secure storage of all intellectual property and data bases, both hard copy and electronic. Adhere to Accor Internet and Email policy
- Ensure Hotel, Customer and Staff information or transactions are kept confidential during or after employment with the company.

To be fully conversant with:

- Hotel fire procedures
- Hotel security procedures
- Hotel Health and Safety policy and procedures
- Hotel Facilities and attractions
- Hotel standards of operation and departmental procedures

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- Mercure Appearance guidelines
- Mercure vision and its corresponding strategies
- Methods of accepted payment of the company
- Short- and long-term company marketing promotions

Our team and working environment:

Located along Sheikh Zayed Road in Barsha Heights right next to Dubai Internet City Metro Station. The hotel is nestled in the key business and commercial district of Dubai Media City, Dubai Knowledge Park and Dubai Internet City. Mercure Dubai Hotel offers a unique hospitality experience for business & leisure travelers and well as for long stays at an affordable price. Close proximity to Mall of the Emirates, Palm Jumeirah and major tourist attractions.

An elegant hotel with 1015 suites and apartments spread over 41 floors. Each contemporary room features floor to ceiling windows that have exceptional views of the city & skyline. For meetings, trainings and social events the hotel offers an extensive range of multi-functional meeting and event spaces.

Our commitment to Diversity & Inclusion:

We are an inclusive company and our ambition is to attract, recruit and promote diverse talent.

Disclaimer: Mercure Hotel Suites & Apartments shall provide an equal opportunity in all aspects of employment and career progress when it comes to gender, nationality, religion, ethnicity, disability and shall not tolerate any illegal discrimination or harassment of any kind.

Why work for Accor?

We are far more than a worldwide leader. We welcome you as you are and you can find a job and brand that matches your personality. We support you to grow and learn every day, making sure that work brings purpose to your life, so that during your journey with us, you can continue to explore Accor's limitless possibilities

By joining Accor, every chapter of your story is yours to write and together we can imagine tomorrow's hospitality. Discover the life that awaits you at Accor, visit

<https://careers.accor.com/>

Do what you love, care for the world, dare to challenge the status quo! **#BELIMITLESS**