

Position Description

Title	Wedding & Events Sales and Coordinator	Date Prepared	April 2026
Reports to	Head of Events	Approved by	HR

Main Purpose of Role

The Wedding Sales & Events Coordinator is responsible for the end-to-end sales and coordination of weddings, with the primary focus on converting wedding enquiries, securing business and delivering an exceptional client experience from initial enquiry through to event execution. The role will also provide coordination support for corporate and internal events when required, in line with business needs and team priorities.

The role is responsible for building strong, trusted and professional relationships with wedding clients throughout the entire event lifecycle, while also working collaboratively with corporate clients, internal stakeholders and event teams when supporting other event types.

The Wedding Sales & Events Coordinator will manage the transition from wedding sales to coordination, ensuring all event details are clearly documented and communicated to the operations team through structured planning processes, including participation in weekly sheets meetings. When supporting corporate or internal events, the role will assist with the relevant planning, documentation and operational coordination requirements.

This role maintains ownership of the wedding client experience throughout the planning and delivery process, while working closely with the broader events and operations teams to support the successful delivery of corporate and internal events when required.

A strong focus on achieving wedding sales targets, conversion and upselling objectives is essential. The role must also demonstrate flexibility to support the coordination and delivery of corporate, social and internal events as required, while ensuring all events are delivered within agreed budgets and commercial parameters.

Key Responsibilities

Product Delivery, Sales & Client Experience

- Manage wedding enquiries from initial point of contact through to confirmation, including timely client communication, proposal preparation, venue appointments, contracting and conversion of business
- Proactively and reactively drive wedding sales and contribute to achieving agreed sales and revenue targets, while supporting broader event sales activity when required
- Conduct site inspections, in person and virtual, with prospective and confirmed wedding clients, industry stakeholders and partners, and support corporate or internal event site inspections when required
- Build and maintain strong, trusted and professional client relationships throughout the wedding planning and event lifecycle, and maintain effective relationships with corporate clients and internal stakeholders when supporting other events
- Manage the end-to-end planning of confirmed weddings, including timelines, logistics, supplier requirements and operational details, and provide coordination support for corporate and internal events when required
- Ensure all client and stakeholder requirements are managed in a professional, courteous and efficient manner across weddings and supported corporate or internal events
- Host and coordinate wedding client meetings, food tastings and planning sessions, and assist with meetings, briefings and planning sessions for corporate and internal events when required
- Maintain a strong focus on customer and stakeholder satisfaction to generate repeat business, referrals and positive word of mouth

- Identify and action upselling opportunities to maximise wedding revenue and achieve budget and minimum spend targets, while supporting additional revenue opportunities across other events when appropriate
- Support proactive sales initiatives including networking, industry engagement and familiarisations (famils), with a primary focus on the wedding market
- Collaborate with the Marketing team to support wedding campaigns, packages and promotional opportunities, and assist with broader event initiatives when required
- Maintain awareness of wedding market trends and competitor activity to support business growth, while maintaining an understanding of broader event requirements and market activity
- Contribute to achieving overall sales targets and revenue performance, with primary accountability for wedding sales

Event Coordination & Operational Delivery

- Develop and manage all wedding event documentation including run sheets, staffing requirements, timelines, supplier details and operational instructions, and prepare or assist with documentation for corporate and internal events when required
- Ensure a seamless transition from wedding sales to coordination and through to event execution, while supporting the planning and coordination transition for corporate and internal events as required
- Liaise with internal teams, suppliers and stakeholders to ensure all wedding requirements are clearly communicated and delivered effectively, and provide the same coordination support for corporate and internal events when required
- Participate in weekly planning (sheets) meetings and provide clear, accurate and timely information to the operations team for weddings and any corporate or internal events being supported
- Ensure weddings and supported corporate, social and internal events are delivered to company standards and client or stakeholder expectations

Financial & Systems Management

- Prepare and manage wedding proposals in line with company pricing and package structures, and assist with proposals or event documentation for other event types when required
- Ensure all event details are accurately entered and maintained in CRM systems (iVvy) in line with company procedures across weddings and any supported corporate or internal events
- Manage wedding event financials including invoicing, deposits and final payments, and assist with financial administration for corporate and internal events when required
- Monitor wedding event spend against minimum spend and ensure profitability targets are met, while supporting budget tracking for corporate and internal events as required
- Ensure all financial processes and reporting are completed accurately and in a timely manner for weddings and any supported corporate or internal events

Team Collaboration & Leadership

- Establish strong working relationships with internal teams across sales, coordination and operations to support the successful delivery of weddings, corporate events and internal events
- Contribute to a positive, collaborative and client focused team culture
- Support knowledge sharing, team engagement and effective communication across the broader events team, including sharing knowledge between wedding, corporate and internal event requirements

Compliance including Work Health & Safety

- Ensure that the WHS program is implemented and that external suppliers and contractors and informed of the policies and procedures that must be adhered to.
- Ensure all incident reports are recorded and documented as per company standard.

- Consult with venue management on issues which affect their health and safety, and ensure any concerns are considered and actioned appropriately to ensure a safe and secure workplace is maintained.
- Ensure knowledge of legislative requirements, particularly liquor licensing and food safety is current and relevant.
- Proactively manage the compliance with all legal and regulatory requirements.
- Other duties as directed by management.

Measurement of Success (*not indicative of individualised incentive plans – at the discretion of the business*)

Key Result Areas (KRA's)	Key Performance Indicators (KPI's)
Profitability	Achievement of wedding sales and revenue targets Conversion of wedding enquiries into confirmed business Delivery of upselling opportunities and additional revenue streams Understanding and tracking of budgets and forecasted revenue Effective commercial management of supported corporate and internal events
Customer Satisfaction	High levels of client satisfaction and positive feedback Successful delivery of weddings to client expectations Professional and timely resolution of client concerns Positive relationships with corporate clients and internal stakeholders when supporting other events
Compliance	Compliance with (including but not limited to): • Trippas White Group Policies and Procedures • Liquor Licensing • Food Safety Regulations • Federal and State Industrial Relations • WH&S
Administration and Internal Procedures	The Code of Conduct is adhered to rigidly The Preferred Suppliers Policy is adhered to Purchasing and Goods Receipting Compliance Company Policy and Procedures are understood, promoted, and followed. Accurate and timely completion of all event documentation and financial reconciliation Effective use of internal systems and processes across weddings and supported events Contribution to continuous improvement of systems and workflows

Acceptance

I, _____, have read and understood the responsibilities contained within this document. I understand that this position description is a broad reflection of my responsibilities and goals and not a prescriptive list of every task I will perform throughout the course of my employment. I agree to this position description being revised on a regular basis to ensure relevance, currency and appropriateness.

SIGNATURE: _____

DATE: _____