

JOB DESCRIPTION – Sales Executive (Groups)

If this role sounds like the perfect opportunity for you then please submit your CV and Covering letter to our General Manager, Adam, at amakinson@oxfordcastleandprison.co.uk

PURPOSE OF THE JOB

Enhance the attractions presence and achieve strategic objectives through effective relationship-building in order to generate group, trade and corporate sales and maximise commercial opportunities.

KEY ACCOUNTABILITIES

- Observe and report immediately any incidents, which may affect the health and safety of other team or guests of the attraction.
- Contribute to the commercial success of the attraction by promoting the attraction to prospective groups, where relevant booking and hosting attraction familiarisation visits.
- Manage incoming enquiries for all group bookings in a professional manner, providing quotations where required.
- Maintain relationships with new, regular and previous accounts and provide a consistently high level of service.
- Continuously update knowledge and understanding of attraction brand, products and seasonal events
- Take ownership of all sales activity including attending networking events, making sales calls, developing e-marketing campaigns and briefing sales collateral.
- Implement proactive sales strategies to achieve targets
- Create and implement the annual sales plan to maximise on new commercial opportunities, providing regular reports on performance levels throughout the year.
- Provide suggestions to the Marketing Manager to ensure that group, corporate and school marketing (where relevant) is effective, providing content for LinkedIn where relevant.
- Identify gaps in the market for group booking opportunities and action plans to commercialise from these opportunities.
- Complete the administration of all group bookings including; issuing invoices, ensuring guests comply with the company credit policies, issuing and managing event contracts, ensuring payments are received on time and updating the client database.
- Support trade shows and follow up activity for the attraction.

- Follow communication procedures, guidelines and policies
- Attend all training sessions and team meetings as required.
- Work towards OKR's and personal development blueprint.
- Ensure that all policies and procedures are adhered to

This job description is not exhaustive and other duties or tasks may be required as specified from time to time in accordance with the job role

ATTRACTION SPECIFICS