

JOB DESCRIPTION – SALES EXECUTIVE

PURPOSE OF THE JOB

Drive and increase volume of pre-booked visits to the attraction in order to drive revenue. Act as the primary contact for all new business looking to visit the attraction. Continually assess and develop product which is appealing to the specific market segment. Build strong working relationships with other local attractions to maximise new business opportunities.

Regardless of the task in hand, together at Continuum we will have fun and make money – in that order!

KEY ACCOUNTABILITIES

- Communicate in and actively contribute to team meetings and training sessions to ensure the attraction team are able to deliver the highest quality experience to groups, corporate bookings and schools.
- Work with the Continuum support team and attraction team to maximise group and corporate bookings for the attraction, assisting central reservations team as required.
- Work closely with the attraction team to develop new packages, events and offers for the groups market, commercial private hire and educational visits.
- Work closely with the attraction team on the planning and logistics of events and proposals that have an impact on staffing and resources.
- Communicate effectively through the production of reports on key activity and performance for all persons the role is accountable to.
- Work to achieve monthly targets set by the General Manager for sales and potential sales across all categories, in order to ensure that all activity is focussed on achieving or exceeding financial KPI targets.
- Take responsibility and be accountable for achieving KPI's set by the General Manager.
- Implement sales campaigns including making sales calls, e-marketing, following up leads and converting to actual bookings to hit sales and revenue budgets across the appropriate parts of the business.
- Manage and oversee all familiarisations to give group organisers a point of contact to ask questions or discuss opportunities.
- Build relations with other attractions/restaurants/experiences in the area to create a more substantial group or corporate offer. Carefully consider joint ticket opportunities within the area for groups and ensure these offerings are proactively sold via all channels.

- Work in accordance with Continuum policies with particular emphasis on financial controls, health and safety and personnel practices.
- Design and implement new aspects of our group offer as agreed with the General Manager and Marketing Manager with the aim of being competitive with groups' itineraries available in the area to ensure the attraction is a viable and attractive option for all group visits.
- When required, provide clients with quotations when requested in a timely and professional manner and follow up in order to maximise sales.
- Ensure client records, event details and all documentation are kept up to date and efficiently administered at all times.
- Ensure feedback from clients is routinely collected, reviewed and acted upon to engender client loyalty and improve the offer, working with the operations team and Marketing Manager.
- Ensure guests only receive the highest levels of communication and guest experience.
- Assist the Marketing Manager with updating information for group and corporate packages on the website.
- Proactively organise familiarisation visits for new and existing stakeholders, corporate customers and group leaders to visit the attraction.
- In conjunction with the Marketing Manager and Group Sales Manager, attend group and trade shows and networking evenings to represent the attraction and Continuum Group, ensuring that each event has a sales target and reporting on outcomes in order to maximise sales.
- With the assistance and expertise within Continuum, develop the education offer for schools to ensure product is desirable, affordable and in line with the latest learning techniques.
- Develop new opportunities, events and partnerships for corporate and private hire within the attraction.
- Develop and maintain the corporate and private hire database ensuring new client details are uploaded.
- Assist the Marketing Manager in producing highly effective and sales orientated promotional, advertising and print materials, in monitoring response to all initiatives and fine-tuning to improve performance.

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/OFFICE SPECIFIC REQUIREMENTS

