

JOB DESCRIPTION

Reservation and Relationship Executive

PURPOSE OF THE JOB

To respond to all sales enquiries and maximise revenue growth while ensuring the highest standards of customer service. To act as a local brand ambassador to promote The Real Mary King's Close as a market leading venue and attraction.

KEY ACCOUNTABILITIES

- Answer all site enquiries. Provide clients with a quotation in a timely and professional manner, ensuring that follow-up is completed and monitored to maximise conversions.
- Take ownership of all sales activity including attending networking events, making sales calls and assisting with developing e-marketing campaigns.
- Efficiently and accurately administer all client records, ensuring databases are kept up-to-date, risk assessments are completed, and T&Cs paperwork is signed and kept on file.
- Actively gain feedback from corporate and education clients, and ensure that any learnings are passed down to the team to improve overall experience.
- Collate all feedback from external sources such as TripAdvisor, Facebook and Google and reply in a professional and timely manner.
- Monitor the quantity and frequency of enquiries and assist in the planning of increased product sales.
- Act as a key client contact during all pre-event/workshop communications, and when required, provide on the day site/event support.
- Communicate effectively with all internal stakeholders, ensuring that event sign-off procedures are followed, and that key event actions are completed.
- Work to achieve and exceed annual OKRs and monthly targets agreed by the General Manager and Marketing Manager.
- Actively seek out and develop revenue generating partnerships with local businesses (attractions/restaurants/FIT operators).
- Ensure that all clients are invoiced in a timely manner and that all financial procedures are adhered to.

SITE SPECIFIC REQUIREMENTS

- Attend ETAG, UVE, Golden Keys, and Scotland's Heritage meetings on behalf of the attraction, manage relationships and proactively participate in any decision making to maximise share and exposure for the attraction.
- Plan and manage all familiarisation visits, ensuring that the site becomes instantly recognisable as a venue, as well as an attraction. Key targets should be DMOs, DMCs, local corporate business, travel trade, concierge, paranormal companies, taxi companies, tourism partners including Blue Badge Guides, and local private-hire business.
- Represent The Real Mary King's Close and Continuum Attractions at networking events.
- Assist with the planning of VisitScotland Expo, ensuring a ROI achieved.
- Lead contact for Golden Keys Concierge and the Edinburgh accommodation sector, keeping industry informed of new products and packages relevant to their markets to increase reach and sales.
- Ensure guest data is collected and processed under data collection act 2018

Please note: 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.