



JOB DESCRIPTION

JOB TITLE: GROUP SALES OFFICER

REPORTS TO: MARKETING OFFICER (GROUPS, MEDIA, DIGITAL AND RESEARCH)

FUNCTION: The Group Sales Officer actively prospects for and sells group visits and coordinates the daily operations of the Group Sales program at The Ironbridge Gorge Museums.

He/she performs a range of duties including generating and nurturing leads, selling group visits, processing and servicing all requests for groups, handling all group customer inquiries, and producing status reports. The core focus of this position is the development of annual contracts and tour operator agreements that will realise and grow established annual revenue, ticketing, and attendance goals for The Ironbridge Gorge Museums.

DUTIES INCLUDE:

- Research, identify and develop new group bookings for both private and corporate business and establish an ongoing relationship with them.
- Develop plans to identify, create and implement promotion of the Museums group facilities to a diverse audience.
- Coordinate and process all phases of group contracts; book orders, secure payments for group ticket sales, group tours, and VIP tour reservations through Galaxy ticketing system
- Coordinate with Visitor Sales team to schedule and confirm Group Sales reservations.
- Manage key external relationships with groups and travel organisers.
- Proactively generate leads through outbound telephone calls, visits and attending events.
- Represent the organisation at trade shows and events.
- Book and attend promotional exhibitions agreed with the Group sales officer, at various locations including large exhibition halls in Birmingham and London.
- Develop and maintain relationships with current and new partners.
- Achieve targets for sales growth, revenue, and other KPI's as required by the role.
- Work with the Groups Marketing Officer and Director of Commercial to plan new programs to increase business and profits.
- Ensure accurate data is collected from customers is recorded in a consistent manner and kept up to date within the context of the Company's Data Protection policy and Data Protection Law.

PERSON SPECIFICATION

Essential

- 2 or more years' experience of working in a group sales or similar role.
- Proven ability of identifying leads and closing sales.
- Strong organisational and communication skills
- Superb presentation skills
- Knowledge and experience of using Microsoft applications.
- Full driving license and access to vehicle.

Desirable

- Budget forecasting & development.
- Degree in Business, marketing communications, arts administration, museum studies or related.
- Secondary languages.
- A confident advocate for The Ironbridge Gorge Museums and able to communicate the many benefits of visiting.

Signed:(Postholder) Printed: Dated:

Signed:(Line Manager) Printed: Dated:

Signed: (CEO) Printed: Dated:

This job description is subject to periodic review.