

**JOB DESCRIPTION AND PERSON SPECIFICATION**

**JOB TITLE:** Sales & Marketing Executive

**REPORTS TO:** Marketing & Communications Manager

**LOCATION:** Coalbrookdale, Telford

**HOURS:** 36.5 hrs pw

**SALARY: c.** £20,000

**FUNCTION:** The Sales & Marketing Executive will be a proactive member of the marketing and sales team with key responsibilities in promoting the museums to specific markets including the coach & travel trade industry and wedding/conferencing hire prospects. They will answer incoming enquiries, process bookings, make proactive sales calls and visits, handle internal communications and coordinate marketing planning and administration.

**DUTIES INCLUDE**

**Groups & Travel Trade**

* Researching, identifying and developing new prospects in the travel trade, coach holiday and group day trip business
* Proactively generating sales leads through outbound telephone calls, face-to-face visits and at travel trade shows and events
* Developing ongoing and positive relationships with new & existing coach & travel trade clients
* Assisting the Marketing & Communications Manager in developing a Sales & Development Plan for growing the coach & travel trade business
* Coordinate all aspects of the group booking process - secure orders, process bookings on the Galaxy EPOS system, communicate bookings and associated information to colleagues
* Proactively selling catering packages, tours & add-ons to groups and travel trade clients
* Researching opportunities to promote the museums to the coach industry and travel trade including advertising, exhibitions & trade shows, familiarization visits and partner packages
* Achieve and surpass targets in sales numbers, growth, revenue and retention
* Monitor performance against KPI’s including enquiry conversions, average transactions etc.
* Ensuring that all data is processed & recorded in-line with Data Protection Policy & Law.

**Marketing & Sales**

* Working with our partner market research company to facilitate on-site surveys and coordinate, analyse and disseminate the research results
* Liaising with local, regional and national partner organizations to ensure that museum promotions, offers & news are up-to-date and communicated effectively
* Attending promotional shows, exhibitions, conferences and other events as a representative of the museums
* Sending internal communications to staff, volunteers, Friends’ and other groups using the museums email systems
* Performing administrative tasks in the marketing department including photocopying, sorting mail, arranging mailings, raising purchase orders and ensuring the departmental budget is tracked and kept up to date
* Assisting the Marketing & Communications Manager and the Social Media Coordinator with sourcing and posting content on the Museums’ social media channels
* Managing the press cutting service to record all press coverage of the museums
* Administering third-party sales & promotional portals.

**Conference & Banqueting**

* Being the first point of contact for Conference & Banqueting and Weddings
* Managing the diary and financial administration for venue hire
* Representing the Museum at hospitality and wedding trade shows
* Assisting the Catering & Hospitality team with client show rounds.

**General**

* Acting as holiday cover for the Education Administrator and be the point of contact for school/learning enquiries & bookings in their absence
* Ensuring the office is kept safe and tidy and in-line with internal health & safety regulations
* Maintaining an up-to-date record of departmental spending to ensure budgetary limits are followed
* Monitoring and updating departments health & safety checks using the museums’ systems
* The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the Museum. The post holder will be expected to undertake other duties as appropriate and as requested by their manager.

**PERSON SPECIFICATION**

**Skills and Experience**

* Can demonstrate a genuine passion and understanding of the power and benefits of proactive sales for an independent charity
* At least 3 years’ experience of working in a busy sales environment with a track record in hitting ambitious sales targets
* Experience of working at an advanced level with computerised booking systems
* Excellent IT skills including Microsoft Office 365
* Familiar with sales management tools and preparing reports
* Good analytical skills in order to review research and feedback and recommend improvements
* Excellent project and time management skills with the ability to prioritise tasks and manage own workload
* Self-starter with initiative and enthusiasm and a positive ‘can do’ approach
* Comfortable working in multi-disciplinary groups
* Customer focused with excellent interpersonal and communication skills
* Enthusiasm for IGMT’s work
* Be able to drive and have access to their own vehicle
* Be prepared to work evenings and weekends
* The post holder will be based at the Museums’ head office in Coalbrookdale but may be required to work at any of the locations at which the business of the Museum is conducted.

**SIGNED** *(postholder)*: ……………………………………………………….…

**DATE:** …………………………………..…………

**SIGNED** *(line manager);* ……………………………………………………….…

**DATE:** …………………………………..…………

**SIGNED** *(CEO):* ……………………………………………………….…

**DATE**: …………………………………..…………

**This job description is subject to periodic review.**