



Job Specification

Group Sales Executive

Job Title: Group Sales Executive

Location: The Canterbury Tales

Hours of Work: 15 hrs per week

Reports to: Marketing Manager

Accountable to: General Manager
Marketing Manager
Groups Sales Manager

Job Function: Increase pre-booked business to the Attraction, implement marketing and sales initiatives which increase business to the sites. Ensure delivery of a high quality of customer service for all pre-booked business and generate leads through agreed prospecting channels, promotional and relationship management

Key Tasks:

- Prepare and develop all group and educational communications including leaflets, e-shots, offers and strategy
- Work with the Marketing Manager in developing and instigating a sales plan for groups, looking at areas of focus for the year ahead
- Assist the Marketing Manager in the preparation and development of all group and educational communications including leaflets, e-shots, offers and strategy.
- Carry out sales calls and build up relationships with different sectors within the market place, including local, national and overseas
- Look for new avenues that may bring new business to the attraction
- Work to develop the necessary resources that make promoting the attraction to the groups more effective, i.e. posters, workbooks etc.
- Obtain feedback from groups to ensure that our product is meeting their needs
- Produce a monthly report on work undertaken

- Organise familiarisation visits as required to develop pre-bookings
- Assist with the preparation and attendance at trade fairs
- Assist in the management of the trade marketing budget
- Assist with analysis of market research
- Undertake any other reasonable task as required by the Marketing Manager or General Manager
- Work in accordance with Continuum policies with particular emphasis on financial controls, health and safety and personnel practices