Job Description
The View from The Shard is a premium visitor attraction at the top of The Shard – the tallest building in London, offering visitors spectacular 360-degree views over the UK’s capital for over 40 miles. We want talented people like you to join us and help make the future happen!

Job Title:             Trade and Groups Sales Manager
Reports to:          Head of Trade Sales
Hours:               Monday to Friday, 9am – 5.30pm
Salary:              up to £35,000

The Perks
- 25 days holiday + Bank Holidays
- Length of Service Benefit – additional day holiday for every year (capped at 5 years)
- Employer pension contribution of 5% of your annual salary
- Private Medical Insurance for you and your family
- Life Assurance
- Complimentary tickets to The View

Your responsibilities

Sales
- Developing and managing a portfolio of travel trade and group clients to deliver annual budgets and KPIs as set in the annual budgeting process.
- Reacting to changes in business demand and increases in the required levels of commercial return.
- Produce account management analysis reports and provide comment and feedback to ensure client accounts are managed efficiently and effectively in accordance with changes in the market place.
- Research and seek potential new key sources of revenue in the B2B and groups landscape.
- Develop new client’s income travel trade and group travel operators for both the domestic and inbound markets.
- Participate as the sales representative for The View from The Shard at domestic and international Travel Trade shows.
- Development and maintenance of an international travel trade contact database.
- Develop and implement a plan to grow the overall TVFTS’s sales and revenue in the trade, groups and school segments, both nationally and internationally, including new revenue opportunities and NPD.

- Work with existing B2B agents to ensure delivery of trade and group business against set revenue and volume targets.

- Actively seek new sales opportunities through various trade partners, networking and online opportunities.

- In conjunction with the wider Sales and Marketing team, deliver a plan to ensure regular exposure in key trade titles, education websites/titles and regular email communications through a mixture of PR, issuing of press releases, editorial, competitions and other newsworthy items.

- Manage and develop targeted groups businesses/account partners to increase sales and identify revenue opportunities.

- Core focus on driving groups and school volumes into shoulder periods, such as off-peak weekdays, mornings and evenings to maximise yield and revenue.

- Manage direct mail schedule (traditional and email) to target GTO’s with bespoke mailers and digital communications, to result in measurable conversion.

- In coordination with the Head of Trade Sales, set and deliver weekly, monthly, quarterly and annual sales goals for each segment sales strategy.

**Marketing**

- Implement annual travel trade groups and schools marketing plan to meet visitor targets based on secondary and primary research.

- Set and manage the Travel Trade budget with Head of Trade Sales under.

- Maintain a good level of familiarization trips to showcase The View to key contacts within the travel industry.

- Liaise with Marketing Manager to produce sales and advertising collateral that is aligned with brand standards.

- Ability to communicate and establish fruitful relationships with partner entities, DMOS, Visit Britain, UKinbound, ETOA and London Partners as well as core group, coach and education operators.

- Produce post campaign analysis reports and provide comment and feedback to ensure that campaigns are carried out efficiently and effectively.

- In conjunction with the Marketing Manager, deliver travel trade relevant content to be exploited on the website, E-Comms and other appropriate websites / social media to drive increased online promotion to schools, groups and travel trade.

**Prospecting**

- Identify, plan and agree participation in relevant trade shows, events and trips as necessary, utilising existing B2B partnerships to gain maximum exposure and achieve measurable conversion.

- Organise outbound sales calls to lapsed and prospect trade, group and school clients, in line with GDPR principles.

- Establish and maintain strong relationships with all current and new prospective account clients’
- Work with clients to define and implement effective processes to monitor all sales activities.
- Follow-up on all prospect sales enquiries within agreed SOP’s, measuring reasons for non-conversion.
- Promote The View from The Shard throughout the UK to generate sales and brand awareness, targeting groups and schools.

**Administration**
- In conjunction with The View’s contact centre, set sales and conversion targets to ensure growth YOY and against budget, providing relevant training when and where necessary.
- Develop, implement and maintain robust and accurate reporting processes to account for all sales activities including follow through to completed sales.
- Update all B2B partners about new packages and features as created by the wider team.
- In conjunction with the call centre, ensure an appropriate conversion is achieved and each booking is paid ahead of visiting.
- Manage amendments, cancellations and other queries from group, school and B2B clients, and in conjunction with the call centre when necessary.
- Work closely with The View’s Call Centre to ensure excellent standards of call and client administration are consistently delivered.
- Manage, co-ordinate and host all relevant and necessary familiarisation trips, teacher taster days and prospect client visits accordingly.
- Work closely with Finance to ensure all accounts finances are up to date and bookings are paid on time.
- Work closely with Operations to ensure all group visits and associated activities are fully communicated and planned.
- Meet, greet and manage group and school trips as necessary and appropriate.
- Carry out any specific tasks that may, from time to time, be requested by the wider Sales and Marketing team.

**Your skills**
- Targets and results driven.
- Commercially astute with the ability to identify potential partners and sources of revenue.
- Ability to communicate accurately and effectively – this role will involve delivering presentations to existing agents, teachers and prospect buyers.
- Numerate and able to produce financial reports.
- Organised, methodical and able to work to deadlines and targets.
- Strong self-motivation and drive with demonstrable initiative.
- Excellent communications skills.
- Good organisational skills.
- Ability to work under pressure and willingness to meet targets.
- Ability to work as part of a team.
- Strong upselling and negotiating skills.
- Willingness to attend evening events both in the UK and internationally as required.
- Overall travel trade and leisure industry experience.
- Good leisure industry related product sales and reservations experience.
- Good knowledge of UK and European school and education market.
- Good knowledge of general attraction industry and trends.
- Advanced level knowledge of Microsoft Office tools, specifically Excel, Word, & PowerPoint.
Desirable
- Experience with international group and education markets ideally: Germany, France, Spain, USA and Italy.
- Experience of managing client accounts and groups and schools business.
- Ability to communicate with people of different nationalities and to develop close working.
- Relationships with clients to achieve optimum results.
- Willingness to travel within the UK and internationally as required, and be away from home on numerous occasions during the year.