



THE VIEW

FROM THE SHARD

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 DESCRIPTION

Job Title:	Sales Executive
Reports to:	Head of Sales
Hours:	Monday to Friday, 9am – 5.30pm, with the flexibility to attend evening events and travel both in the UK and internationally
Salary:	up to £25,000
Contract:	Full time

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

Job Purpose: To implement, manage and support The View's sales strategy including administration of trade accounts, sales repairing, event logistics such as proposals and private hire, and campaign implementation in line with agreed sales and marketing strategy as set by the Head of Sales.

The role will include driving lead generation from domestic and international trade agents, management of new account activations, client management and campaign implementation, direct sales calls, direct mail & e-blast activity, preparation and participation in trade shows, exhibitions and workshops, producing sales reports and facilitation of marketing/sales briefs.

Accountability for ensuring efficient and exceptional customer service delivery in the co-ordination and smooth operational running of the sales function whilst maintaining clear, structured processes & procedures and generating all necessary reports.

KEY RELATIONSHIPS & STAKEHOLDERS

- Internal:** The role is an integral part of the wider Sales and Marketing team, and will work closely with the Operations, Events, Systems and Finance teams.
- External:** The post holder will implement and support the sales, marketing and events strategy and effective client communications.

RESPONSIBILITIES & ACCOUNTABILITIES

Sales and marketing

- Support and implement the sales plan to exceed The View's overall revenue and volume budget, both nationally and internationally.
- Ensure all new revenue opportunities for current and existing clients are followed through in a timely fashion.
- In conjunction with the wider Sales and Marketing team, ensure all sales communications reach desired distribution channels to maximise exposure in key titles, websites and email communications on a regular and ongoing basis.
- In conjunction with the wider marketing team, regularly review pricing, ticket options and sales processes to ensure products are properly represented, priced and communicated to the relevant markets/channels.
- Manage and develop targeted medium sized UK schools and groups businesses/account partners to increase sales and identify revenue opportunities.
- Co-ordinate, support and ensure attendance at trade events as necessary and appropriate such as shows, networking events and FAM visits.
- Provide sales proposals for group visits, events, proposals and schools.
- Support wider sales, marketing and events team with post-event follow-ups, ensuring existing and prospect clients receive relevant resources, rates and collateral to be able to sell The View.
- Brief monthly groups, schools, trade and events email campaigns to marketing, ensuring notable events, operational news, promotions and activities are highlighted.

Prospecting

- Identify, plan and agree participation in domestic education/schools shows, events and trips as relevant and necessary.
- In conjunction with The View's contact centre, ensure call volumes for groups are regularly reported and make recommendations to reduce call volumes whilst maximising online group bookings.
- Provide regular agent training presentations and briefings to travel trade agents and The View's contract centre to ensure product knowledge is maximised and maintained.
- Organise and manage outbound sales calls to lapsed and prospect school, group and event customers.
- Develop and maintain effective relationships with all current and new prospective account clients' customers and define and implement effective processes to monitor all activities and sales calls.
- Updating all SOP's.
- Promote The View throughout the UK to generate sales and brand awareness of The View as premier attraction for school, group, trade and event visits.

Administration

- Develop, implement and maintain robust and accurate reporting processes to account for all sales activities including follow through to completed sales.
- Produce weekly sales dashboard to reflect the current performance of the wider sales team and circulate to internal stakeholders.
- Maintain accurate sales and events account records, such as contacts, contract information, rates and company information.
- Update all existing agents and The View's contact centre about new packages, promotions and features as created by the wider sales, marketing and events team.
- Manage all incoming calls, emails etc., from existing and prospect agents in a professional and appropriate manner consistent with The View's Mission, Vision and Values.
- Work closely with Finance to ensure all accounts finances are up to date, rates are correctly loaded, booking portal functions correctly and invoice payments are paid on time.
- Work closely with Operations to ensure all trade activities, such as FAM trips, special requests and large group bookings are fully communicated and planned properly.
- Carry out any specific tasks that may, from time to time, be requested by the wider Sales and Marketing team.

PERSON SPECIFICATION

KNOWLEDGE & EXPERIENCE

Essential:

- Overall travel trade and leisure industry experience.
- Good leisure industry related product sales, events, marketing and reservations experience.
- Good knowledge of UK and European school and education market.
- Good knowledge of general attraction industry trends.
- Advanced level knowledge of Microsoft Office tools, specifically Excel, Word, & PowerPoint.

Desirable:

- Experience with travel trade markets ideally: UK, Germany, France and Italy.
- A second language would be helpful but not essential.
- Experience of managing client accounts and the travel trade.

SKILLS & COMPETENCES

Essential:

- Targets and results driven outlook.
- Commercially astute with the ability to identify potential partners and sources of revenue.
- Ability to communicate accurately and effectively – this role will involve networking and presenting to travel trade professionals on a regular basis.
- 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.
- Flexibility to attend evening events
- Flexibility to work both in the UK and internationally as required

Desirable:

- Ability to communicate with people of different nationalities and to develop close working
- Relationships with clients to achieve optimum results.