

Sales Executive Job Description

In collaboration with Warner Media, Linen Mill Studios have developed the world's only licensed Game of Thrones Studio Tour at their Banbridge studios where a significant proportion of the globally renowned series was filmed.

Through a superlative interactive experience, this brand new 'world-class' attraction will immerse guests in the fantasy and intrigue surrounding the series. An unparalleled presentation of original sets, costumes and artefacts, together with insights into the skills applied in creating Game of Thrones, will deliver an exceptional experience and understanding of the quality of production in what remains one of the most watched tv series of all.

Our team plays a pivotal role in ensuring that Game of Thrones Studio Tour is internationally recognised as a must-see attraction, by placing the guest experience foremost in their actions and by making an important contribution to our mission, vision and values.

This is an outstanding opportunity to join a committed and enthusiastic team with responsibility for delivering an experience that celebrates and protects the artistic heritage of this landmark series.

Job Role: Sales Executive (Based at Linen Mill Studios, Banbridge, Northern Ireland)

Responsible to: Head of Corporate Business

Responsible for: Driving attraction ticket sales globally for all market segments.

Contract: Full time permanent role working Monday-Friday 8.30am-5pm including evening and Weekend work to attend travel trade events and functions as required.

Salary: £25,000 - £30,000

SALES EXECUTIVE ROLE SUMMARY:

We are currently seeking a passionate, energetic and dynamic **Sales Executive** to join the sales team. Reporting to the Head of Corporate Services, this is a vital role within the team to drive sales, provide operational and administrative support for our B2B travel trade partners and clients globally.

The ideal candidate will have a positive can-do attitude and love working as part of a busy team. Boundless energy, commitment and enthusiasm is required to help build and nurture the reputation of this world-class visitor experience.

The candidate will have responsibility for our individual and Group client databases via our travel trade partners and business network. You will support interdepartmental operations, mostly with, but not limited

to, the marketing, visitor services and finance teams to ensure efficiency throughout, and to primarily deliver a smooth customer journey.

Top 3 Accountabilities:

- Relationship management
- Sales
- Deliver on key commercial KPI's

Key Duties and Responsibilities:

- Develop and establish sound, effective and professional relationships with all current and prospective trade clients to drive ticket sales and experiences.
- Responsible to generate leads and convert sales.
- Day to day key account management of our partnerships.
- Deliver service excellence across all touchpoints,
- Effective administration management.
- Responsible for Achieving agreed KPI's
- Maintain up to date client database and CRM system.
- Participate fully in all associated sales activities including research, telesales, market engagement, client entertaining, social events, promotions, and familiarisation visits.
- Assist and support the annual ticket allocation and commission review for travel trade partners.
- Generate reports, contribute and attend meetings as requested.
- Research and identify sales trends and new sales channels with recommendations.

Essential skills and experience:

- Minimum two years' experience in a sales role within the hospitality sector, ideally within a visitor attraction, hotel or venue environment.
- Proven track record of delivering sales, achieving targets and maintaining sales growth.
- Ability to generate new leads and build strong relationships with new and existing trade clients.
- Experience in negotiation and agreeing contracts.
- I.T. / Microsoft Office proficient; comfortable with learning new software as the business and role requires.
- Proficiency in Power-point and strong presentation skills.
- Interpersonal skills: a 'people-person', confident and at ease with meeting people, building successful business relationships, and fulfilling commitments made.
- Excellent planning and organisational skills.
- Excellent verbal and written communication skills, with attention to detail and precision, fluency in spoken and written English.
- Excellent organisation, co-ordination, prioritisation and time management skills.
- Ability to thrive in a busy and challenging environment whilst working to tight deadlines.
- The role will involve travel; candidates must have access to a car when needed for sales calls and hold a full Driver's Licence.

The closing date for return of CV's is 30th September 2022 at 5pm.

Role Specification – Sales Executive

CRITERIA	ESSENTIAL	DESIRABLE	ASSESSED
Experience	Minimum of two years' experience in a sales role within the hospitality sector		Via CV and interview
Experience	Proven track record of delivering sales, achieving targets and maintaining sales growth.		Via CV and interview
Experience	Ability to generate new leads and build strong relationships with new and existing clients.		Via CV and interview
Experience	Experience in negotiation and agreeing contracts.		Via CV and interview
Experience & Skills	I.T. / Microsoft Office proficient		Via CV and interview
Experience & Skills	Proficiency in Power-point and strong presentation skills.		Via CV and interview
Skills	Excellent interpersonal, negotiating and influencing skills.		Interview
Experience	Ability to thrive in a busy and challenging environment whilst working to tight deadlines.		Interview
Essential	Drivers Licence with access to a car for business purposes.		Via CV and interview

Linen Mill Studios Values and Behaviours

Team members of Linen Mill Studios are required to promote and support its mission and values:

Our Core Values: Diversity, Positivity, Teamwork and Creativity. Team members are expected to:

1. To embed diversity, you are expected to respect and appreciate each other and be inclusive.
2. Be self-motivated, passion and positive contributing to the culture of the environment.
3. Demonstrate strong teamwork with fellow colleagues.
4. We will promote innovation and embrace change.