



JOB DESCRIPTION

COMMERCIAL SYSTEMS MANAGER

In collaboration with Warner Media, Linen Mill Studios has 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.

This brand new 'world-class' attraction immerses guests in the fantasy and intrigue surrounding the series through an unparalleled presentation of original sets, costumes and artefacts, together with insights into the skills applied in creating Game of Thrones. Game of Thrones Studio Tour delivers an exceptional visitor experience as well as a deep understanding of the quality of production that produced one of the most watched tv series of all time.

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

This post represents an outstanding opportunity to join a committed and enthusiastic team.

Job Role:	Commercial Systems Manager
Location:	Linen Mill Studios, Banbridge, Northern Ireland
Responsible to:	Head of Sales
Contract:	Full time permanent role working 39 hours per week across 7 days. This role involves weekend, evening and bank holiday working.
Salary:	£30k-£35k

THE SEVEN KINGDOMS REVEALED

ROLE SUMMARY

Top 3 Accountabilities:

- System Management, Configuration and Performance
- Increasing commercial revenue via sales platforms and channel
- Deliver on key commercial KPIs

KEY DUTIES AND RESPONSIBILITIES

Commercial Responsibilities:

- Develop and establish sound, effective and professional relationships with all current and prospective OTA trade clients to drive ticket sales and experiences.
- Working with the income generation teams to identify new commercial opportunities for maximising sales across online platforms through aggregating and analysing customer data from multiple sources in order to identify target audience segments.
- To manage developments and relationships with third party suppliers including tour operators, ATR's, group bookings, aggregators, commercial partners.
- Develop a deep understanding of customer needs and behaviours, regularly analysing key metrics (sales, traffic, conversion) and all available data sources to understand how to improve the customer experience and identify opportunities to increase sales conversions, user engagement and brand experience.
- Work closely with the Operations & Visitor Experience teams on all Visitor Experience functions such as bookings, customer service, complaints and third-party fulfilment to ensure a seamless customer experience.
- Interpret online sales data and user analytics and relay in clear terms to other departments.
- Responsible for Achieving agreed KPIs
- Participate fully in all associated sales activities including research, telesales, market engagement, client entertaining, social events, promotions, and familiarisation visits.
- Generate weekly, monthly reports, attend and contribute at meetings as requested.
- Research and identify sales trends and new sales channels with recommendations.

Technical Responsibilities:

- Technical system management for ticketing, ticketing webstore, CRM and event management systems, working to maximised sales and profit.
- Implement new processes and software integration to support cross-marketing and upselling.
- Responsible for managing and maintaining good use of the CRM system, ensuring data is securely and accurately processed in accordance with data protection legislation.
- Trouble-shoot and resolve any operational issues related to content and technical functionality of systems, liaising with third party suppliers if required.
- Provide system training to departments as required.
- Support the development and implementation of the technical roadmap for e-commerce platforms and apply platform updates and usability/functionality enhancements to continually improve sales.
- Provide support to all departments to support the Visitor Experience, Sales and Marketing strategies of the business.
- To manage and support other projects as required.

Essential skills and experience:

- Minimum two years' sale systems management; ticketing, sales, CRM experience desirable
- Experience of webstore management, reselling through API software links
- Sales Account Management preferably within Tourism sector
- I.T. / Microsoft Office proficient; comfortable with learning new software as the business and role requires.
- Proficiency in Power-point and strong presentation skills.
- Proficiency in Power BI report building, design and management.
- 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.

PERKS OF THE ROLE

- An excellent opportunity to join the Game of Thrones Studio Tour - a worldwide tourist attraction.
- Competitive salary
- Free car parking
- 34 days annual leave
- GOTST retail discount
- Pension contributions
- Health & Wellbeing Plan
- Complimentary friends & family GoTST tickets

HEALTH & SAFETY

In accordance with the company's Health & Safety policy, all employees have the following duties under Article 8 of the Health and Safety at Work (Northern Ireland) 1978:

- Be personally responsible to take due care of the health and safety of themselves and to ensure that they do not endanger other people by their acts or omissions.
- Must fully co-operate with the organisation and undertake any training required in order that it can comply with the legal requirements placed upon it and in the implementation of this policy.

GDPR

In accordance with the requirements of the EU General Data Protection Regulations (GDPR), the Data Protection Act 2018, the appointed person:

- Must be compliant with all company policies and procedures in relation to the secure collection, processing and storage of personal data.

VALUES

Here at the Game of Thrones Studio Tour, we promote an environment that is centred on a number of core values that are essential to creating a culture of respect, well-being and excellence. We call this our OATH. By this OATH, everyone at the Game of Thrones Studio Tour shows their unity and commitment to the same standards and goals: Openness, Achievement, Trust and Honour.

OPEN

We vow to be open, friendly and transparent in our engagement with each other, our guests and all involved in creating The Game of Thrones Studio Tour experience. We do this by being approachable and welcoming the world with a smile and open arms. We will be open about our feelings and beliefs and respect those of others. We will be open-hearted to those who need our help and support. Above all, we will convey this openness with an enthusiastic and engaging attitude.

ACHIEVE

We vow to achieve excellence by being the very best we can be within our roles and treating every guest with respect and dignity. We will do this by striving to achieve 100% customer satisfaction by putting our guests first, all the time, no exceptions. We will take due care and diligence in providing a safe and secure environment for all to enjoy by adhering to health & safety policies and taking appropriate security measures to keep our people, guests and our workplace safe and secure.

TRUST

We trust the Game of Thrones Studio Tour to have our best interests at heart and will prove ourselves worthy of that trust by being honest, loyal and committed to the brand and the whole Studio Tour team. We do this by fostering a community spirit through mutual respect and understanding of our peers and our leaders.

HONOUR

We vow to honour our brand by focusing on maintaining an ethical, social, environmental, cultural and economic business. We do this by being considerate in everything we do. We will honour our planet by continually seeking more sustainable solutions to our fragile environment. We embrace change and strive to do better. We will honour those with additional needs and seek to ensure their visit is as enjoyable and accessible as possible. We understand what makes us different also enables us to reach greater heights. Finally, we will honour ourselves and our own wellbeing.