

Job description

Job title:	Travel Trade and Group Sales Manager
Department:	Sales and Ticketing
Line manager:	Head of Sales, Ticketing and Visitor Insight
Salary:	£45,689 per annum

The job description is an operational document that does not form part of the contract of employment.

It may be that from time to time an individual is expected to perform tasks that may not be expressly in the job description but are nonetheless necessary in the day to day performance of their duties.

St Paul's Cathedral reserves the right to amend the job description as may from time to time be necessary to meet the changing needs of the organisation.

Purpose of the job

Working to the Head of Sales, Ticketing and Visitor Insight, the Travel Trade and Group Sales Manager is responsible for developing and growing travel trade, group visitor numbers and revenue through productive relationships and partnerships. The post holder will also be expected to develop products to grow our travel trade and groups business and support operational aspects of working with these markets to ensure smooth booking processes and communications.

Main duties

- To promote St Paul's Cathedral as a destination to the groups market and the travel trade industry.
- To grow travel trade business for the organisation and to meet income targets as set by the Head of Sales, Ticketing and Visitor Insight.
- To attend relevant trade shows, conferences and industry events to stay up to date with the travel trade industry and to identify trends and sales opportunities from different sectors and from different international audiences.

- To work with colleagues to ensure all points of communication before, during, and after visits are positive and conducive to repeat business.
- To work alongside the Sales and Admissions Administrator to facilitate travel trade bookings within our wider visitor operation to ensure positive experiences for all travel trade partners and their guests. To develop strategic partnerships with new clients and maintain excellent relationships with existing clients, and ensure they are meeting our revenue targets.
- To work with internal and external stakeholders to market our travel trade offer, including packages.
- Work with colleagues, to plan and execute travel trade marketing and sales campaigns.
- Compile regular stats, reports and forecasts relating to travel trade and group sales and income, proactively looking for ways to improve on these where appropriate.
- Represent St Paul's Cathedral at domestic and overseas trade shows, industry events, conferences and networking opportunities to promote the organisation.
- Follow up on sales leads, manage group enquiries and build itineraries, pro-actively look to maximise these with up-selling options.
- Host travel trade and group familiarisation visits to showcase St Paul's Cathedral, communicate changes and new products, and improve product training amongst our travel trade partners.
- Assist with the copywriting and creation of travel trade marketing materials such as product copy, flyers, display materials and website copy.
- Update directories and third-party information, write content and prepare imagery as appropriate.
- Ensure all our offers and relevant marketing content/materials are shared and used by all our partners and that the site becomes well known as a destination to the groups and travel trade market.
- Build relationships with trade and tourism organisations including UKinbound, ETOA, London & Partners, Visit Britain and Visit England, ensuring we are maximising all our promotional, commercial and training opportunities. Work with colleagues to ensure travel trade processes and offers are delivered effectively and efficiently on-site.
- Provide customer service support to the sales and ticketing team when needed.

Person specification

Essential experience, knowledge and skills:

- Excellent understanding of the inbound tourism industry and the travel trade with a proven track record of successfully selling to a national and overseas audience, ideally within a visitor attraction environment.
- Significant experience working at a senior sales executive or manager level with travel trade partners including the groups market, coach companies, tour operators and online travel agencies.
- Interest in the arts and heritage sector.

- A good understanding of branding, communications, and marketing.
- Excellent interpersonal skills, along with the ability to develop strong working relationships with external suppliers and internal departments.
- Ability to manage own workload and work unsupervised.
- Excellent numerical skills and ability to analyse performance and result.
- Proven ability to meet tight deadlines across multiple projects.
- Ability to creatively analyse and critique.
- Proven ability to balance competing demands and priorities.
- Excellent written communication skills.
- Confident presentation skills and experience of presenting to large groups of people.
- Excellent negotiation skills.
- Experience of using ticketing systems for groups and third-party sales, ideally recent experience of Galaxy.
- Experience of leading, or being part of a team, in using booking technology to change operational processes in travel trade partnerships.

The individual will be in sympathy with, and in their work support, the Christian aims and mission of St Paul's Cathedral.