



GLEN TANAR

JOB PROFILE			
JOB INFORMATION			
Job Profile Name	Sales and Events Executive	Location	Office
Supervises ≥ 1 direct report?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Position Reports to	Sales and Marketing Director
Date Created	1/9/2017	Date Revised	1/9/2017
Overtime Eligible?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Supervises	Holiday Cottage Cleaners
PURPOSE OF THE ROLE			
To support the Sales and Marketing Director and management team in maximising sales revenue in Holiday Cottages and Events through the planning, delivery and communication of all Sales and Event activities and campaigns dealing face to face, on the telephone and digitally to exceed customer expectations.			
KPI MEASURES			
Sales versus Budget Profit versus Budget Number of bookings Payment Customer Experience Score			
% OF TIME <i>(optional)</i>	DUTIES AND RESPONSIBILITIES		
20%	<ul style="list-style-type: none"> Supports delivery of the operational sales objectives for the company, within the budget set Works collaboratively with the Sales and Marketing Director and management team to develop and drive commercial opportunities across the range of activities and areas on the estate Continuously looks to improve efficiency and effectiveness of both processes and team 		
65% Operational	<ul style="list-style-type: none"> Meets and greets all customers to Glen Tanar Estate Co-ordinates with the Marketing and Communications Executive on marketing campaigns with sales activities Co-ordinates with the Sales and Administrative Executive with all holiday cottage lettings, events and sporting sales Co-ordinates with Ballroom and Events Executive on all events Creates and publishes all sales and marketing material for holiday cottages and events in line with plans Works collaboratively with the Sales and Administration Executive, Marketing and Communications Executive and Ballroom and Events Executive to organise promotional events Preparing supplies for any bookings that may be required Liaising with holiday cottage owners and caretakers to ensure lettings are smoothly run Liaising with different suppliers to ensure sales process is smoothly run Manages and improves lead generation campaigns, measuring results Ensures adherence to brand management and corporate identity Provides customers with information about new promotional opportunities and current 		

	<p>PR campaigns progress</p> <ul style="list-style-type: none"> • Communicates directly with clients • Generates leads through phone calls, emails and face to face interactions • Supports market research efforts • Provides administrative support for marketing department and the estate • Answering phone and dealing with any enquiries, transferring of calls to appropriate people. • Checking and responding to all communications. • Processing any bookings that come in over the phone, by email or online and keeping customer database up to date • Liaising with Glen Tanar staff to maximize customer experience • Manages the lettings and any ordering for cottages. • Keeping abreast of local competitors activities • Keeping abreast of tourism trends • Taking any bookings or enquiries for Coats Room and outdoor events. • Processing payment for clients • Covering for Sales and Administration Executive, Marketing and Communications Executive and Ballroom and Events Executive during time off • Works effectively with the management team to effectively manage any emergency situations or incidents • Carries out any other reasonable tasks as directed by the MD/Owner to meet the needs of the business
10%	<ul style="list-style-type: none"> • Ensures that all relevant accounting information is recorded on time and accurately
5%	<ul style="list-style-type: none"> • Delivers compliance against all relevant health and safety, environmental and general and fire risk assessment recommendations relating to their areas • Ensures all staff are trained appropriately for their role, maintains up to date records for this
EXPERIENCE	
Education & Any Certifications Required	
Year(s) of Experience & Background Required	<ul style="list-style-type: none"> • Understanding of current sales concepts, strategy and best practice • Experience in a customer facing sales role
Functional & Technical Competencies	<ul style="list-style-type: none"> • Excellent IT skills including Word, Excel, PowerPoint, Access database • Update website using CMS system (Craft) and booking system (Supercontrol)
Personal Qualities & Characteristics	<ul style="list-style-type: none"> • Customer focused (both internally and externally) • Able to make an impact and influence at all levels and with a diverse audience • Strong and effective planning and organisational skills • Strong analytical and project management skills • Creative outlook and approach • Ability to work under pressure and to tight deadlines • Initiative and a drive to succeed • Team working and collaboration • Excellent written and oral communication • Strong and creative Presentation skills
ADDITIONAL POSITION DUTIES AND RESPONSIBILITIES	
Click here to enter text.	

PHYSICAL REQUIREMENTS

The physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Strength Requirements	<input checked="" type="checkbox"/> There are no lifting requirements for this position. <input type="checkbox"/> This position requires the ability to lift and/or move up to <input type="text"/> Choose an item. pounds with the following frequency: <input type="checkbox"/> Regularly <input type="checkbox"/> Frequently <input type="checkbox"/> Occasionally <input type="checkbox"/> Other: Click here to enter text.
Movement Requirements	<input type="checkbox"/> Standing for prolonged periods <input type="checkbox"/> Stooping <input type="checkbox"/> Reaching <input type="checkbox"/> Climbing <input type="checkbox"/> Kneeling or crouching <input type="checkbox"/> Handling <input type="checkbox"/> Balancing <input type="checkbox"/> Crawling <input type="checkbox"/> Feeling <input type="checkbox"/> Other: Click here to enter text.
Auditory & Vision Requirements	<input type="checkbox"/> Working in a loud environment <input checked="" type="checkbox"/> Working on a computer <input type="checkbox"/> Visually judge distances or read from a distance <input type="checkbox"/> Speaking publicly <input type="checkbox"/> Other: Click here to enter text.
Environmental Working Conditions	<input type="checkbox"/> Loud Noise <input checked="" type="checkbox"/> Extended hours working at a computer <input type="checkbox"/> Confined space <input type="checkbox"/> Moving objects/equipment <input type="checkbox"/> Other: Click here to enter text.
Equipment Used	<input checked="" type="checkbox"/> Computer / Sales Register <input type="checkbox"/> Forklift / pallet jack <input type="checkbox"/> Other: Click here to enter text.