



HISTORIC  
ENVIRONMENT  
SCOTLAND

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# Event Sales Executive

**Closing Date: Friday 4 May, Midday**

**Expected Interview Date: 10 May 2024**

## **Recruitment Reference:**

HES/24/068

## **Starting Salary:**

£32,110 per annum

## **Salary Range:**

£32,110 - £37,874 per annum

## **Pay Band:**

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## **Directorate:**

Marketing and  
Engagement

## **Location:**

Longmore House

## **Line Manager:**

Bethany Lawrie,  
Hospitality and Events  
Manager

## **Contract Type:**

Permanent

## **Working Hours:**

Full time, 35 hours per  
week

Thank you for your interest in the post of Events Sales Executive with Historic Environment Scotland (HES), based at Longmore House, Edinburgh. This is a permanent and pensionable appointment.

As Event Sales Executive, you will drive sales and deliver corporate and commercial events across the estate. You'll be responsible for driving corporate event business (Mainly into Edinburgh Castle and Stirling Castle), but will also look to drive wedding business at these sites and other ancillary events such as pre-opening tours.

## **About us**

We are the lead body for Scotland's historic environment; a charity dedicated to the advancement of heritage, culture, education and environmental protection. We're at the forefront of researching and understanding the historic environment and addressing the impact of climate change on its future. We investigate and record architectural and archaeological sites and landscapes across Scotland and care for more than 300 properties of national importance. We have a People Strategy, which is an overarching strategy to ensure we support and develop staff within the organisation.

## **Our Vision**

Our vision is that Scotland's historic environment is cherished, understood, shared and enjoyed with pride by everyone.



## Our Priorities

- The historic environment makes a real difference to people's lives
- The historic environment is looked after, protected and managed for the generations to come.
- The historic environment makes a broader contribution to the economy of Scotland and its people
- The historic environment inspires a creative and vibrant Scotland
- The historic environment is cared for and championed by a high performing organisation.

## Overview of the post and information about the team

The Hospitality and Events team is part of HESe (Historic Environment Scotland Enterprises) which is the commercial arm of HES. The Hospitality and Events team's remit is to source, develop and facilitate commercial, corporate and one-off events; to source and contract weddings; to deliver all catering across the whole HES estate and to operate our Holiday Let operation.

Within this team, your role as Event Sales Executive is to drive sales and deliver corporate and commercial events across the estate. You'll be responsible for driving corporate event business (Mainly into Edinburgh Castle and Stirling Castle), but will also look to drive wedding business at these sites and other ancillary events such as pre-opening tours, private hires, theatre, cafes, catering vendors and larger scale public events.

This role reports directly to the Hospitality and Events Manager and will also involve assisting in the development and implementation of a five-year Hospitality and Events strategy.

You will report directly to the Hospitality and Events Manager, assist with monthly forecasting and business/finance updates and assisting with the delivery of targets and objectives for events and catering within those events.

Although the position is based at Longmore House, there is an expectation that there will be a mixture of external site visits, conferences and client meetings as well as some flexibility with working from home. The role will therefore involve travel around Scotland and the UK and occasional international travel.

## Key responsibilities, duties and objectives

- Generate and deliver new and existing corporate and commercial event enquiries as first point of contact by email, telephone, and site visits.
- Drive new enquiries through to completion



- Compile sales leads and follow up all clients to increase conversion.
- Issue contracts and invoices to confirm business
- Negotiate and take initiative to win business, working with a level of autonomy to meet and exceed set targets.
- Work with site teams to handover confirmed events
- Undertake familiarisation visits at site with potential clients.
- Maintain Business on the Books report to ensure all data is accurate and useful for forecasting targets.
- Network with clients, agents and industry partners and negotiating with key suppliers and analysing current trends, allowing direct promotion to relevant industry sectors and emerging markets. Undertaking familiarisation visits at site with potential clients.
- Research and benchmark to identify key clients, emerging markets and keeping up to date with competitor activity.
- Conversion report to identify who our clients are, country of origin, lost business reasons and revenue.
- Attend trade shows, exhibitions, sales trips and networking events throughout the UK and sometimes internationally to promote events at HES.
- Work strategically to improve and develop the events offer across the estate, working with the team to improve conversion, increase profit and drive sales through innovation of new products, improvements and identifying key clients and industry trends to push proactive sales. Ensuring operational excellence in all venues, implementing best practices and maintaining high standards.
- Work cross functionally to create promotional material and advertising opportunities to enhance the event offer and revenue across HES properties.

## Post Competencies

You will be assessed against these competencies during our selection process.

### **Core Competencies:**

- Delivering excellent Service – Demonstrating a commitment to quality services
- Teamwork - Contributing to and supporting working together
- Planning and Organising - Putting plans and resources in place to achieve results



- Work with site teams to handover confirmed events
- Support the eider team to deliver on targets and forecasts set for all elements of venue hire and hospitality
- Communication - Communicating appropriately and clearly
- Knowledge & Expertise - Applying and developing knowledge and expertise to achieve results - (See below for specific criteria)

***Management Competencies:***

- Achieving results - Focusing on the delivery of objectives
- Leading a Team/Project/Task – Focusing on leading a Team/Project/Task or developing people.

## Knowledge, skills and experience

You will be required to demonstrate that you meet the requirements and qualifications below as part of the selection process.

***Essential requirements:***

- Substantial previous experience in a sales background, preferably in Hospitality/Events/Tourism sectors
- Proven experience in sourcing, planning, and executing events.
- Understanding of budgeting, forecasting, and financial reporting.
- Ability to analyse current trends and make data-driven decisions.
- Sound understanding of 5\* event delivery and wider industry knowledge.
- Strong people skills

***Desirable requirements:***

- Full driving licence or access to transport to remote areas.
- Full understanding of running events in historic properties.
- Understanding of Fusion and Galaxy systems.
- Existing network within the industry.
- Experience in the Hospitality and Events Industry.



## What we offer

We welcome applications from all nationalities, assuming that they have the right to work in the UK: applying for a job with us could open the door to a unique work environment. It will give you job satisfaction and excellent development opportunities, plus a competitive salary, 25 days paid holidays (rising to 30 days after 3 years' service) and 11.5 public holidays a year – pro rata for part time staff.

In addition, we offer a great benefits package to our employees which includes:

- flexible working hours (where appropriate)
- special leave
- maternity/paternity leave
- adoption leave
- reimbursement for relevant professional subscriptions
- support for further education and personal development
- study leave for work related courses
- access to a learning resource centre

## Health and welfare

We offer you access to:

- our Employee Assistance Programme – for confidential advice and counselling
- an occupational sick pay scheme
- discounts at some local authority leisure facilities
- a free Headspace membership
- interest free loans for bicycles and annual travel passes (see 'season ticket' below)
- reasonable adjustments when needed, as part of our Equalities policy

## Staff discounts

You will receive:

- free entry to all of our properties (with up to three guests)
- free entry to English Heritage, Manx and Cadw properties
- 20% off purchases in our retail outlets

## Season tickets

You can receive an advance to help with the cost of buying an annual season ticket for travel between home and work. The advance is then repaid from your salary over the life of the season ticket. Available to all permanent and fixed-term staff.



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## How to apply for this post

You can apply on-line by visiting our website at <https://applications.historicenvironment.scot/>

Guidance on completing the application can be found in the 'Guidance notes for applicants' document, also available at the above website, which we recommend that you read, in conjunction with this Job Description.

Your application must arrive by the advertised closing date. Please note that when applying online, we will only be able to see your application once you fully submit it.

If you are unable to complete an online application form or require this document in a different format, please email [recruit@hes.scot](mailto:recruit@hes.scot), quoting the job title and recruitment reference, and we will assist you.

Please note that, as we operate an electronic recruitment system, we will contact you via the email address that you provide in your application to inform you of the outcome of your application.

For further information about the post, please contact Audrey Jones, Head of Hospitality and Events, via email at [audrey.jones@hes.scot](mailto:audrey.jones@hes.scot).

We welcome all applicants from under-represented groups within HES. We know from our [equality monitoring](#) that we need to increase our diversity in terms of ethnicity and disability. We also want to address occupational areas where the ratio is disproportionately in favour of women or men. We ask all applicants to complete the Equality Monitoring section of the recruitment paperwork to help us pursue a diverse and inclusive workforce. In support of our Gaelic language plan we welcome applications from Gaelic speakers.

Human Resources  
Historic Environment Scotland