



Group Sales Executive

Closing Date: Wednesday 11 October 2023, midday

Expected Interview Date: Tuesday 31 October 2023

Recruitment Reference:

HES/23/225

Starting Salary:

£28,541 pro rata per annum

Salary Range:

£28,541 - £34,702 pro rata per annum

Pay Band:

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Directorate:

Marketing &
Engagement

Location:

Longmore House

Line Manager:

Gillian Crowther,
Senior Groups and
Admissions Manager

Contract Type:

Permanent

Working Hours:

Full Time (37 hours per week) working 5 out of 7 days including weekends

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

As the Group Sales Executive, you will be part of a busy team, led by the Senior Groups & Admissions Manager, reporting to the Head of Sales and Marketing. The team is part of the Marketing and Engagement Directorate.

The Directorate is accountable for developing the strategy for our external communications, brand, marketing, visitor engagement and commercial activity with a wide remit covering our properties, collections and wider organisational activities.

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 are the lead operator of heritage visitor attractions and a key player in Scottish tourism. 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

You will be responsible for specific account management and proactive sales activity to increase business and help to encourage the spread of visits across our Estate. You will liaise with a range of customers, mainly in the B2B sector but also consumers and Historic Environment Scotland members.

Key responsibilities, duties and objectives

- Lead on account management across a range of B2B trade clients to maximise income from key trade accounts and ensuring our admissions products meet their needs. Oversee team delivery of account management activity with specific responsibility for your own accounts.
- Support the Senior Groups & Admissions Manager in developing a model to assess commission levels to ensure the best ROI for the organisation.
- Manage the annual sales contracting process.
- Oversee monthly B2B invoicing process.
- Oversee management of the customer database to ensure client contacts and associated data are up to date.
- Develop an annual sales plan for approval including recommendations on attendance at trade events or sales trips and manage team attendance at sales events and client visits.
- Communicate our products and events to our B2B clients, and provide client training on our booking system.
- Manage the familiarisation trip process and report on familiarisation visits.
- Represent HES at specific partnership groups such as trade/cruise meetings and at industry groups as required.
- Lead on debt management process, working closely with Finance colleagues.
- Work with the Admissions Manager and team to feedback on trade requirements or challenges and to support product development in response to demand.
- Manage a team of 3 and support the wider team in delivery of a 7 day a week customer service operation.



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
- 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:

- Experience in a sales, account management role preferably in the tourism/hospitality industry
- Experience working in a customer service environment, excellent customer service skills are essential.
- Ability to build relationships with both internal and external stakeholders.
- Experience working with a CRM database.
- Experience using financial systems for invoicing and reporting.

Desirable requirements:

- Driving licence or access to alternative method of transport in order to travel throughout Scotland, including to remote, rural locations.



What we offer

We welcome applications from all nationalities, assuming that they have the right to work in the UK and applying for a job with us could open the door to a unique work environment. It could also give you job satisfaction and excellent development opportunities, plus a competitive salary, equivalent of 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
- access to 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.



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, please email recruit@hes.scot, quoting the job title and recruitment reference, and we will arrange for an application form to be sent to 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 Gillian Crowther, Senior Groups and Admissions Manager by email at gillian.crowther@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