



Senior Group Sales & Admissions Manager

Closing Date: 21st June 2023

Expected Interview Date: 6th July 2023

Recruitment Reference:

HES/23/120

Starting Salary:

£43,960 pro rata per annum

Salary Range:

£43,960 - £49,953 pro rata per annum

Pay Band:

E

Directorate:

Marketing and Engagement

Location:

Longmore House, Edinburgh with the opportunity for hybrid working

Line Manager:

Gillian Macdonald

Contract Type:

Permanent

Working Hours:

Full-time (37 hours per week)

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

As Senior Group Sales & Admissions Manager you will lead a team of 8 and report to the Head of Sales & Marketing. You will work alongside the Marketing Team and the Membership and CRM team. The Sales & Marketing team is part of the Marketing and Engagement Directorate and 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

The role of Senior Group Sales & Admissions Manager is a new senior post created to support the Head of Sales & Marketing in leading the team focussed on proactive sales and account management in the Business to Business (B2B) leisure trade market; managing visitor journeys and booking channels on our ticketing system; development of customer service solutions. The post holder will have management responsibility for 2 direct reports.

Key responsibilities, duties and objectives

You will work with the Head of Sales & Marketing on the strategic development of our B2B sales business focusing on the acquisition of new business achieved through proactive sales and account management to maximise return from existing customers.

You'll have specific account management responsibility for our high value and complex accounts monitoring account activity across all accounts and working on the modelling of commission levels to ensure maximum return.

You will take a lead role in developing insights relating to geographic origin of our B2B business to identify trends in the market and new opportunities.

You will lead the admissions teams and work with the Admissions Manager to create a customer service team structure focussed on delivering 5-star customer service across a range of visitor markets to support a 7 day operation and be responsible for the development of the organisation's Admissions Policy.

As Senior Group Sales Admissions Manager, you will identify technological solutions to drive forward a culture of continuous service improvement across our customer groups considering options including, but not restricted to, Robotic process Automation and AI solutions. You will work with the Chief Technology Officer and IT team on assessment and implementation.

Business planning & budgeting - Annual business including planning expenditure. You will effectively manage the expenditure budget delivering value for money and focussing on return on investment.

Support implementation of new CRM and maximise benefits to increase customer engagement with the trade and through the admissions purchase process.



Some evening and weekend work will be required and attendance at trade shows/industry events and conferences so flexibility to travel is key.

You will have strong networking and influencing skills with an ability to work with internal colleagues and external clients and contacts. You will have the ability to lead and inspire your team and manage them through the process of a change in team structure.

You must be a positive problem-solver, making the most of the resources available. This will be enhanced with strong planning skills and an ability to adapt quickly to changing circumstances.

Post Competencies

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 your team - Leading and developing people

Leadership Competencies:

- Strategic vision - Keeping an eye on the bigger picture and looking ahead

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 of working in a senior role in account management/sales in a tourism/hospitality environment
- Experience of developing/implementing strategy
- Experience of working with ticketing/admissions/booking systems
- Understanding and experience of working with CRM systems
- Experience or working in a creative and analytical way to deliver objectives.
- Budget management skills, able to plan annual budgets and allocate funds appropriately.

- Previous people management experience at a senior level.
- Access to independent means of transport for travelling to sites on occasion

Desirable requirements:

- Good network of contact across tourism/heritage sectors
- Experience of working in visitor attractions.



What we offer

We welcome applications from all nationalities, ensuring 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
- 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.

We are looking for you to complete a statement of competence looking at the essential and desirable requirements of this role. Further guidance on this will be found on the 'Guidance note for applicants' document.

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 MacDonald by email on gillian.macdonald@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