



Admissions and Group Sales Coordinator

Closing Date: Monday 24 June 2024, midday

Expected Interview Date: W/c 8 July 2024

Recruitment Reference:

HES/24/133

Starting Salary:

£27,149 per annum

Salary Range:

£27,149 - £30,221 per annum

Pay Band:

B

Directorate:

Marketing & Engagement

Location:

Longmore House with hybrid working

Line Manager:

Joanne Whyman, Group Sales Executive

Contract Type:

Permanent

Working Hours:

Full Time (35 hours per week) working 5 out of 7 days including weekends

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

As an Admissions and Group Sales Coordinator, you will be part of a busy team, led by the Senior Groups and Admissions Manager.

The team looks after the pre-arrival journey for travel trade (B2B) and online consumer (B2C) business across all ticketed HES properties. Focusing mainly on the B2B channel, you will create and maintain effective relationships with a range of clients and stakeholders, working to develop trade sales across our estate.

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 Team reports to the Head of Sales and Marketing and 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.

As an Admissions and Group Sales Coordinator, you will be part of a team of 11, led by the Senior Groups and Admissions Manager. 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 through our business to business (B2B) channel specifically. This role will focus on liaising with a variety of travel trade customers, ranging from small walking tours to large coach groups. You will be required to communicate with our operational site teams to assist our clients whilst they arrange their visits. Whilst your main focus will be on the B2B sector you will also be expected to assist with general consumer customers and Historic Scotland members. There will be a requirement to help develop and implement new processes and operational procedures in line with customer and business demands.

Although based at Longmore House, this post will involve travel for events. These are mostly around the UK, with the possibility of overseas trips. Some of these events may require overnight stays. Evening working will also be required for networking events. As our properties are open 7 days a week, weekend and bank holiday working will be essential as rostered working is required to support our customers and site teams.



Key responsibilities, duties and objectives

- Assist the Admissions and Group Sales Executives with:
 - Monitoring and responding to queries in the Trade inbox and answering phone calls
 - General enquiries about visits to our sites – trade and non-trade groups
 - Invoice queries
 - Booking amendments / cancellations
 - Account management, focusing on but not limited to, Cruise Shore Excursions, Orkney & Shetland Operators / Concierge
 - Manage booking system
 - Attend partnership meetings on behalf of HES
 - Lead external training sessions for clients during the winter months
- Assist the team to maximise income from key trade accounts and admission products
- Assist with the set-up of new trade accounts
- Organise and attend sales and networking events
- Input and update customer details on our database and assist the marketing team with e-blasts to trade and consumer customers as required
- Support the team with familiarisation trip requests and meet clients when required
- Assist with contracting and income reporting

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)



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.
- Excellent customer service skills.
- Ability to build relationships with both internal and external stakeholders.
- Experience working with a CRM (customer relationship management) database.
- Experience working with a ticketing and booking system.
- 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.
- Experience working in the tourism/hospitality 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
- 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 Joanne Whyman, Group Sales Executive, via email at joanne.whyman@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