



HISTORIC
ENVIRONMENT
SCOTLAND

ÀRAINNEACHD
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ALBA

Admissions and Group Sales Coordinator

Closing Date: Monday 30 January 2023, midday

Expected Interview Date: w/c 13 February 2023

Recruitment Reference:

HES/22/325

Starting Salary:

£23,571 per annum

Salary Range:

£23,571 - £26,442

Pay Band:

B

Directorate:

Marketing and Engagement

Location:

Longmore House

Line Manager:

Alastair Strachan,
Consumer Admissions
Executive

Contract Type:

Permanent

Working Hours:

Full time, 37 hours per
week, 5 days out of 7

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

You will be responsible for assisting with operational account management, promotion of appropriate admissions products, maintaining our group sales booking system, business development through attendance at trade shows.

You will focus on specific customer groups and channel management for the following:

- Mini bus/Boat operators
- Online ticket agents
- Language schools
- Visitor Information Centres
- Concierges

You will work within the Marketing and Engagement directorate, as part of the Sales and Marketing team, helping to rebuild our visitor business and maximise sales through online admissions products.

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

We are looking to recruit an Admissions and Group Sales Co-ordinator. The post is part of the wider Sales and Marketing Team within the Marketing and Engagement Directorate. The key objective of the team is to develop the business across our 77 staffed sites by increasing visitor numbers and maximising opportunities for income generation, whilst ensuring high standards of customer service.

As the Admissions and Group Sales Coordinator, you will be part of a team of 6, led by the Admissions and Group Sales Manager. Your role within the team will be primarily responsible for managing business to business (B2B) accounts, driving sales and developing customer journeys & product for those markets. Your role will involve liaising with a range of customers (mainly in the trade sector but also consumers and members visiting our sites) and liaising with internal staff and partners. 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, the role will require travel from time to time and is a 5 out of 7 days post, meaning weekend working will be essential.

Key responsibilities, duties and objectives

- Assist the team to maximise income from key trade accounts and admission products.
- Support the account management of a number of local trade & online operators.
- Assist with the set-up of new trade accounts.
- Organise and attend sales events.
- Attend trade partnership groups on behalf of HES.



- Input customer details on our database and assist the marketing team with e-blasts to trade and consumer customers as required.
- Support and fulfil consumer ticketing enquiries.
- Ability to work flexibly including some evenings, weekends and bank holidays.
- Support the team with familiarisation trip requests and meet clients when required.
- Assist with contracting, income reporting & debt management

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:

- Previous working experience in a tourism sales or related role
- PC skills – confident PC user with Microsoft office skills
- Customer service and administration/office experience

Desirable requirements:

- Previous experience of using a customer database and admissions booking system
- Full clean driving licence



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.



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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, 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 Alastair Strachan, Consumer Admissions Executive via email at alastair.strachan@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