



Job Opportunity

Business Sales Executive

TB17-48

CONTRACT:	Permanent Full Time
HOURS:	40 per working week <i>(flexibility to work evening / weekends occasionally when required)</i>
LOCATION:	Titanic Belfast
REPORTING TO:	Head of Business & Leisure Sales

General Purpose

To maintain and continue to implement a Sales activity plan to promote Titanic Belfast, SS Nomadic and Titanic Exhibition Centre as NI's premier event venues for meetings, incentives, conferences, exhibitions and events.

To work as part of the Business & Leisure Sales team to achieve revenue targets across all sectors and maintain client satisfaction levels in line with Company Standard Operating Procedures (SOP's).

Main Job Tasks and Responsibilities

Sales

- Assist the Head of Business and Leisure Sales in achieving income generation targets set in the annual business plan
- Develop individual seasonal sales plan to include cold calling, sales calls, mail shots, exhibitions, proposal writing and hosted site visits in order to achieve targets
- Generate new meeting, incentive, conference, exhibition and event business through the proactive selling of Titanic Belfast, SS Nomadic and Titanic Exhibition Centre from the local and out of state markets
- To represent Titanic Belfast at domestic and overseas site visits, client events and trade shows as required by the needs of the business

Event Planning



- Work with clients on the initial logistics and format of their event to ensure the best possible solution
- Liaise with internal departments on the preliminary logistics of event delivery

Marketing

- Work with the wider team on developing marketing and promotional collateral to drive business and revenue figures
- Input into client events including all aspects of planning and delivery

Communication

- Work as part of the wider team to develop contacts within the business community
- Maintain accurate client file records and sales activity on the CRM system (Priava)
- Maintain an efficient and effective relationship with all internal departments
- Contribute as a pro-active member of the Sales

Reporting

- Provide appropriate statistical information, sales data and trend analysis and prepare reports as requested by the Head of Business and Leisure Sales
- Any other duties as required and delegated by the Head of Business and Leisure Sales or any other person designated in their absence

The above reflects the main elements associated with this position. It is not intended to be exclusive or exhaustive.

Essential Criteria

- Over 2 years' experience gained in a similar role within the disciplines of event marketing, hotel or venue sales
- Proven experience of sales research, lead generation, conversion and working to targets / KPI's
- Demonstration of awareness of current key trends in the market and understanding of their relevance to a sales role
- Experience of Client Relationship Management (CRM) systems
- An interest in heritage, arts and culture
- Proficient in the use of Microsoft Office packages

Desirable Criteria

- Understanding of the local corporate market would be advantageous
 - Good knowledge of hospitality and tourism sectors
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Core Competencies

- Business and Leisure tourism industry awareness
- Pro-active sales experience (gained within the tourism / leisure sector in the past 2 years)
- Research, information gathering and monitoring
- Creative and innovative thinking
- Confidentiality
- Results focus
- Tactful
- Product knowledge
- Event legislation and compliance

NB: Titanic Belfast reserves the right to enhance the selection criteria if necessary to assist with shortlisting.

Closing date for receipt of applications is **Friday 25th August 2017 at 10am**. Applications will only be accepted via company application forms. Applications received after the closing date and time will not be considered. If you wish to apply for the position please contact us via careers@titanicbelfast.com and we will send an application pack out to you, the last date for requesting application packs is

Thursday 24th August @3pm

Applications received after the closing date and time will not be considered.

Please note for applicants successful at the shortlisting stage and each stage thereafter the following dates will apply for interview and assessment:

- Stage 1 – Wednesday 30th August 2017
- Stage 2 – Monday 4th September 2017

Titanic Belfast Limited is an Equal Opportunities Employer.
