

Sales Executive

Job Description

The Role

Job title:	Sales Executive – Conference & Events
Department:	Commercial Services & Facilities
Responsible to:	Events Manager
Location:	Royal Agricultural University, Cirencester, GL7 6JS
Salary:	Grade 6: £27,131-£32,348 per annum
Term:	Permanent; full-time, 35 hours pw
Relationships with:	Students, Staff, internal and external stakeholders

Purpose

As a Sales Executive you will be part of a dynamic team, responsible for creating key accounts, establishing and maintaining client relationships and maximising sales opportunities. You will be responsible for generating new business opportunities, managing customer show rounds and working towards achieving sales targets.

Key Responsibilities

1. Identify and win new conference and events business
2. Manage social media accounts
3. Work to maintain high levels of repeat business
4. Maintain excellent lines of communication with all internal / external customers and service providers, striving to continually improve levels of service.
5. Work with the Events Manager on targeted campaigns
6. Attend exhibitions, planning and recording success rates.
7. Produce weekly report of sales activity, value of conversions and turn-downs.
8. Attend monthly team meetings to analyse campaigns and plan future strategy.
9. Respond to all sales enquiries on same day received.
10. Conduct follow up calls to generate and host client visits.

11. Carry out regular pricing sense checks and make recommendations for future pricing
12. Coordinate open evenings and familiarisation tours/residential visits, working with other members of the team. Analyse and report results.
13. Provide cover for other members of the commercial sales team as required.
14. To undertake other duties as may be required.

General responsibilities:

- The University is committed to equality of opportunity. All staff are required to comply with current legislation, University policies and good practice guidance.
- All staff are required to act in a way that safeguards the health and wellbeing of children and vulnerable adults at all times. The post holder must be familiar with and adhere to appropriate safeguarding policies and guidance and participate in related mandatory/statutory training. Managers have a responsibility to ensure their team members understand their individual responsibilities with regard to safeguarding children and vulnerable adults.
- All staff are required to participate in the University appraisal process and should ensure they are familiar with the process and plan time to prepare for their appraisal. Following the appraisal, staff are expected to undertake in any necessary learning and development and work towards the objectives that have been set.
- The University expects staff to attend any training designated as mandatory and to undertake learning and development activities to support their role. Managers must facilitate learning and development within their teams.
- It is a condition of employment that staff will not disclose any information obtained in the course of their duties other than to those entitled to receive it. The post holder must ensure that the confidentiality of personal data remains secure and that restricted information or highly restricted information to which they have access remains confidential during and after their employment at Royal Agricultural University. All staff must undergo appropriate data protection training as required.
- All absence from work must be reported in accordance with the University's absence procedures and recorded on iTrent.
- The University acknowledges its responsibility to provide a safe, smoke free environment, to its employees, service users and visitors. It is the policy of the University not to allow smoking on University premises other than in specifically designated areas.

Person Specification

SKILLS, EXPERIENCES & KNOWLEDGE	ESSENTIAL (E) or DESIRABLE (D) REQUIREMENTS	MEASURED BY: A) Application Form B) Interview C) Test / Exercise D) Presentation
The Post holder must be able to demonstrate:		
A good standard of general education - GCSE or equivalent	E	A
Experience of working in a sales and events target driven environment within the hospitality industry	E	A, B
Excellent IT skills using Microsoft Office (particularly Outlook, Word, Excel)	E	A
Excellent customer services skills	D	A, B
Experience of management of social media accounts	E	
Excellent administration and organisational skills	E	A, B
PERSONAL ATTRIBUTES		
Enthusiastic, proactive and uses initiative	D	A, B
Absolute attention to detail	E	A,B
Ability to work as part of a team	D	A, B
Willingness to learn new skills	D	A, B
Ability to work in a changing and flexible organisation	D	A, B
Willingness to work evenings and weekends	E	A, B
The role holder will need the ability to undertake UK wide travel	E	A, B
Persuasion, negotiation and influencing skills	D	A, B

Application Procedure

If you are interested in applying for this role, please send:

- University [Application Form](#) together with the [Equal Opportunities Monitoring Form](#) available on the University website www.rau.ac.uk) – you may attach your up to date CV if you wish to add additional information.
- Details of two referees who must be people who can comment authoritatively on you as a person and as an employee in relation to the level of the post, and must include your current or most recent employer or their representative.
- Please forward to the HR Team, Royal Agricultural University, Cirencester, Gloucestershire, GL7 6JS or via email to jobs@rau.ac.uk stating where you saw the advert for the role

- Informal enquiries can be made to Mary Gargett, Events Manager, mary.gargett@rau.ac.uk
- **Closing date:** 2nd July 2023 with **Interviews on:** 12th July 2023.
- Should you be selected for interview please be aware that we are unable to reimburse interview expenses.

The RAU is an equal opportunities employer and we particularly welcome applications from black and minority ethnic candidates as they are underrepresented within the RAU at this level.