

## Job Description

Company Values	Delight Principles
<b>Dedicated</b>	To excellence in customer service
<b>Enthusiastic</b>	Have passion for everything that we do
<b>Likeable</b>	Friendly and fun
<b>Improving</b>	Always seeking to enhance the quality of everything we do
<b>Giving</b>	Generous and warm hearted
<b>Hungry</b>	For success
<b>Teamwork</b>	Communicate at all times

**Job Title:** Sales and Marketing Executive

**Department:** Sales and Marketing

**Reporting to:** Director of Business Development

**Job Purpose:** To be responsible for identifying and developing new business leads for the corporate division of hotelshopUK and to support the day to day management of the Business Development department as directed.

### Key Accountabilities / Activities / Duties

- Proactively source and research new business in defined areas for hotel rooms, groups and MICE, within agreed business objectives
- Identify potential business for hotelshopUK by agreed market/industry segment linked with the ideal client type
- Actively develop and engage with social media channels for the corporate division, i.e. Twitter and LinkedIn
- Develop leads by initial telephone contact and passing to Business Development Director and Account Director to secure appointments
- Create and distribute a monthly client e-newsletter
- Produce white papers for clients and stimulate interest
- Participate in exhibitions, trade fairs & sales trips and assist with compiling follow up action as required
- Ensure that the in-house CRM is used at all times, ensuring that customer records are kept up to date
- Engage with client base via email / direct mail
- Manage ad hoc sales campaigns to drive revenue
- Assist in the compiling of competitor information
- Assist with the planning of sales promotions/hospitality
- Manage key projects by agreed market segment to drive revenue
- Assist with the collation of accurate management reports
- Project a positive image of hotelshopUK in sales presentations and community activities
- Cross sell all divisions of hotelshopUK where applicable

**Health & Safety**

- To act on your responsibilities detailed in the Health & Safety at Work Act 1974
- To demonstrate a working knowledge of fire prevention and to follow the companies evacuation plan on hearing the alarm
- To be security conscious with respect to /staff/ property/welfare and to report suspicious circumstances to your Manager

**General duties**

- To familiarise yourself with your departmental standards of performance and to be able to demonstrate their application
- To maintain a high standard of personal hygiene and grooming at all times
- To co-operate and communicate with colleagues, and Management to ensure effective department teamwork and high morale
- To attend any meetings, training sessions or courses that may be beneficial to you and your department
- To follow any procedures set up for energy conservation

**Hours of work**

40 hours full time, Monday to Friday. A degree of flexibility will be required.

**Salary**

Upon application

**Flexibility**

Due to the nature of the business, a degree of flexibility is required, and the post holder may be required to perform certain tasks not specifically referred to above.

**Person specification & Skills required**

Criteria	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• GCSE English &amp; Maths</li> <li>• Computer literate</li> </ul>	<ul style="list-style-type: none"> <li>• Previous telesales experience</li> </ul>
<b>Attainments/competencies</b>	<ul style="list-style-type: none"> <li>• Excellent standard of English</li> <li>• Commercial awareness</li> <li>• Excellent written and verbal communicator at all levels</li> <li>• Familiarity and knowledge of social media channels including Twitter and LinkedIn</li> <li>• Intermediate experience with Microsoft Office including Excel, Word &amp; PowerPoint</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced experience with Microsoft Office including Word, Excel &amp; PowerPoint</li> <li>• Motivational skills</li> <li>• Strong analytical skills</li> </ul>
<b>Previous experience</b>	<ul style="list-style-type: none"> <li>• Developing and maintaining professional and positive working relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Adaptable to a changing environment</li> <li>• Working and managing departmental processes</li> </ul>

Criteria	Essential	Desirable
<p><b>Experience required</b></p>	<ul style="list-style-type: none"> <li>• Ability to work on own initiative</li> <li>• Ability to follow and adhere to company policies and practices</li> </ul>	<ul style="list-style-type: none"> <li>• At least 1 years' experience in a similar role</li> <li>• Knowledge of CRM systems</li> <li>• Knowledge of Canva</li> </ul>
<p><b>Special aptitudes (e.g. oral or written skills, manual dexterity, etc.)</b></p>	<ul style="list-style-type: none"> <li>• Excellent team worker and communicator with strong interpersonal skills</li> <li>• Spelling, grammatical accuracy and attention to detail are essential</li> <li>• Ability to work under pressure and meet tight deadlines</li> <li>• Self-motivated, flexible, ability to adapt with a positive attitude</li> </ul>	<ul style="list-style-type: none"> <li>• Clean driving license</li> </ul>