

# Role profile

**Job title:** Groups and Travel Trade Sales Executive

**Reports to:** Head of Marketing and Sales

**Date prepared:** November 2023

## Purpose

To maintain and grow travel trade business for both Edinburgh Zoo and Highland Wildlife Park by proactively selling the Royal Zoological Society of Scotland (RZSS) group ticketing and experience products, building relationships, providing outstanding customer service and growing brand awareness of RZSS within the tourism and travel trade sector.

## Scope

- To work across Edinburgh Zoo and Highland Wildlife Park both promoting and selling group visits, experiences and ticketing products to meet budgeted figures of circa £200,000 per annum
- Line manage the group ticketing and experiences assistant
- To grow groups and experiences income to agreed annual targets
- Significant travel between both RZSS sites and to represent RZSS at tourism and travel trade events across the UK as required

## Responsibilities

### Travel Trade Sales

- Create a proactive sales strategy for travel trade and group business, working with the marketing team on promotional collateral, in order to meet budgeted figures and income targets
- Manage our travel trade and group accounts and be their main point of contact to maximise potential business and deal with escalated issues.
- Work with peers and senior management to create a commission level model to ensure return on investment (ROI) for RZSS
- Line management of the groups and ticketing assistant ensuring that day to day enquiries are being handled effectively and overseeing team process, assisting where necessary
- Identify, plan and attend external events to promote RZSS to the groups market for example, . exhibitions, networking and showcases/ roadshows
- Be able to travel between Highland Wildlife Park and Edinburgh Zoo in order to build relationships with on-site teams and host existing and potential clients
- Follow up on sales leads and pro-actively look to maximise these with up-selling options

- Collaborate with marketing executive to plan and execute group specific marketing campaigns
- Plan and deliver familiarisation visits for potential group customers.
- Establish appropriate levels of 3rd party re-seller scheme business for individual general admission tickets, for example, . establish and maintain contacts with reseller opportunities such as tour agents and hotels
- Provide first-class customer service by maintaining a positive, welcoming environment, proactive and helpful attitude to all clients

#### Travel Trade Marketing Insights/Research

- Compile regular reports relating to travel trade sales and income for the head of marketing and sales
- Collaborate with the marketing team to plan and execute group specific marketing campaigns
- Work collaboratively with the RZSS fundraising team and Compass (catering team) sales team to share leads, best practise and deliver the best possible service to clients across the organisation
- Based on customer insights and market research, suggest product extension opportunities and work with internal stakeholders to develop and take to market
- Establish use of the RZSS CRM system (CharityCRM) for group and travel trade contacts and instigate the procedure for keeping this up to date and accurate, taking the lead on administrative processes

#### General and Compliance

- Ensure compliance with RZSS's policies, procedures and guidelines, together with all relevant regulatory and statutory requirements
- Engage with the RZSS appraisal system, and demonstrate commitment to our values, behaviours and your continuous personal development
- Perform other reasonable duties and/or projects as directed by your Manager.

## Knowledge, skills and experience

| Knowledge  | Essential | Desirable |
|--|-----------|-----------|
| Educated to Degree level in relevant subject or equivalent level of experience in a similar role | √         |           |
| Good understanding of the travel trade and tourism industry                                      | √         |           |
| Knowledge of other languages to be able to communicate with and engage international clients     |           | √         |

| Skills   | Essential | Desirable |
|--|-----------|-----------|
| General understanding of good sales techniques and ability to upsell           | √         |           |
| Assertive communicator, confident in dealing with a wide range of stakeholders | √         |           |
| Competent in Microsoft Office (Word, Excel, Outlook, Powerpoint)               | √         |           |

|  |   |   |
|--|---|---|
| Competent use of a CRM and ticketing booking system              | √ |   |
| Good networking, influencing and relationship management skills. | √ |   |
| Ability to think on your feet and prioritise workloads           | √ |   |
| Experienced in using Gamma and/or Charity CRM system             |   | √ |

| Experience  | Essential | Desirable |
|---|-----------|-----------|
| Proven experience of working in a ticketing or sales environment  | √         |           |
| Database management, identifying opportunities and managing prospect lists                                    | √         |           |
| Demonstrable record of working on individual income streams   | √         |           |
| Providing first-class customer care and service, including dealing with customer queries.                     | √         |           |
| Previous demonstrable experience of working in a charity/wildlife organisation/visitor attraction environment |           | √         |

## Behavioural competencies

| Competency                         | Level   | Essential | Desirable |
|------------------------------------|---|-----------|-----------|
| Planning and Organising            | Plan and manage your own and others' work, taking responsibility for ensuring administrative tasks are completed smoothly | √         |           |
| Delivering Services and Experience | Perform your role to the best of your ability to provide excellent levels of service to RZSS clients and internal teams   | √         |           |
| Understanding Others               | Listen and understand the needs of colleagues and stakeholders  | √         |           |
| Communicating                      | Communicate constructively to build good relations with colleagues both within the team and across RZSS.                  | √         |           |

|                       |  |   |  |
|-----------------------|--|---|--|
| Projecting Confidence | Act in a way which projects your personal credibility, inspires trust and helps you share your knowledge and experience.                                     | √ |  |
| Gathering Information | Gather and analyse and report information to regularly report on business levels and provide insight that will contribute to product/'experience development | √ |  |
| Influencing           | Use influencing strategies to make and maximise sales to meet of RZSS income targets   | √ |  |
| Embracing Change      | Drive and support continuous improvements to the group booking and ticketing process   | √ |  |

## Role dimensions

### Planning and Organising

- Work towards defined objectives, including financial targets, with a high degree of autonomy and scope to take the initiative and develop opportunities
- Responsible for planning and organising own workload and priorities
- Ability to work under pressure to meet deadlines and budgets and react quickly to new opportunities
- Plan with a high degree of attention to detail, for example, taking the individual needs of clients and prospects into account when planning sales events and visits
- Create and execute the annual sales plan
- Monitor and report on sales performance, including forecasts
- Be aware of changes within the external landscape to ensure best practice is followed.

### Communication and relationships

- Manages and develops relationships with a wide range of internal stakeholders, for example, directors, heads of department and teams across RZSS
- Builds relationships with tourism industry colleagues and stakeholders, ensuring the highest level of professionalism and care, using strong influencing and persuasion skills to sell group visits, experiences and ticketing products to meet budgeted figures
- Engage with the public, industry colleagues and clients to promote RZSS and our mission, for example, at events and conferences
- Handle confidential information professionally, adhering to embargoes and data protection guidelines

### Problem-solving and decision making

- Take decisions independently based on RZSS's best interests and in line with group ticketing procedures
- Seek guidance from peers and senior colleagues to establish key facts, such as animal information
- Has freedom to recommend decisions impacting RZSS income within the overall business strategy
- Ability to communicate often complex subjects to a wide variety of audiences
- Use expertise to identify sales trends and take decisions and make recommendations accordingly
- Provides critical thinking in business development and presents ideas in a cohesive, positive and collaborative manner
- Balance multiple deadlines while reacting to situations outside of the post holder's control, for example, developments within the animal collection
- Keeps up to date with developments in their technical or professional area of expertise, so that they can provide guidance / resolve issues raised by less experienced colleagues

## Other information

I have discussed and agreed this updated role profile with my manager

Name:

Signature:

Date: