



## **Trade Sales Executive Job Description**

An exciting opportunity has arisen to join our trade sales team and help to promote British Airways i360 as one of the UK's leading visitor attractions.

The Trade Sales Executive assists and supports the Trade Sales Manager in order to achieve the sales targets for revenue and visitor numbers, derived from travel trade and group clients.

### **Responsibilities & Main Duties**

- **Booking Office** – To respond to inbound bookings and enquiries by phone, email and social media for the travel trade and groups, working closely with the marketing team. When required, cover the phone and email enquiries for the Customer Service Assistant.
- **Booking Administration** – To input bookings for trade clients and groups on the ticketing system (Maxim). To assist with enquiries regarding the trade portal and ensure it is optimised for usage. To manage cancellation, invoice and account enquiries.
- **Client Management** – To liaise with existing clients to strengthen the partnership with BAi360 and ultimately drive sales growth. To ensure that clients are kept up to date with the latest information and content from BAi360.
- **Business Development** - To assist the Trade Sales Manager in developing new business opportunities. To set up and occasionally attend meetings between the Trade Sales Manager and new clients.
- **Contracting** - To administrate the end to end contract process.
- **Sales Ambassador** – Alongside the Trade Sales Manager, be an ambassador for the attraction at networking events, exhibitions and trade shows in the UK and overseas. To organise and host fam trips and customer visits.
- **Sales Material** - To help prepare sales material, such as 'stand out' Powerpoint presentations, in order to market BAi360. Update and distribute training material for travel trade clients for use of the sales trade portal system.
- **Partner Administration** – To regularly contact and assist our partner trade associations and Destination Management Offices including Visit Brighton, Tourism South East, Visit Britain, UK Inbound, Coach Tourism Council and GTOA.
- **Marketing** – To liaise with the marketing team, inputting into trade marketing activity such as brochures, website etc.
- **Customer Service** - To act to resolve any complaints received from clients in line with our service recovery guidelines, in order to ensure that clients are satisfied with their experience and that follow up action is taken to ensure that any issues do not reoccur.



### **Your skills, experience and personal qualities:**

- Minimum of 1 years sales experience ideally gained in a visitor attraction environment.
- Demonstrable experience of successful client relationships and closing sales.
- You will make a positive first impression and will have excellent interpersonal skills, able to form positive relationships with a wide variety of people.
- You must be passionate, positive and enthusiastic about BAI360 and be able to sell the benefits.
- You will be confident in selling in person and over the phone.
- You must be proactive and goal focused to achieve sales targets.
- You must be a self-starter who is able to work without direct day-to-day supervision, but equally you must be a team player.

### **Job location and hours**

- This part-time role is based in our offices on Brighton beach (Kings Road, Brighton BN1 2LN).
- You are required to work 24 hours per week (FTE: 40 hours). There is some flexibility in terms of hours/days worked
- You will mainly be working normal office hours but will be expected to attend some networking and community events during evenings and the occasional weekends.

### **Salary and benefits**

- The full-time salary is £20,000 per annum, plus a competitive benefits package. This will be paid pro rata to reflect the part-time working pattern of 24 hours.

### **How to apply**

- Please send a cover letter explaining why you would like this role and why you think you are a suitable candidate along with your CV to [jobs@britishairwaysi360.com](mailto:jobs@britishairwaysi360.com). The closing date is Friday 18th October.