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| Function: | | Sales | |
| Position: | | Business Development Executive | |
| Job holder: | |  | |
| Date (in job since): | |  | |
| Immediate manager  (N+1 Job title and name): | | Head of Sales, Kimberly Barr | |
| Additional reporting line to: | |  | |
| Position location: | | Edinburgh | |
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| **1. Purpose of the Job** – State concisely the aim of the job**.** | | | |
| * To be a pro active member of the Heritage Portfolio sales team and generate quality leads for all sites in Scotland and London * To have a strong understanding of our competitors across the UK in order to feed back insight to the wider team * Conduct research projects as laid out by HOS on target industries and locations across the UK * Conduct regular mystery shops with caterers and venues across the UK to ensure we remain market leaders | | | |
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| **2. Dimensions** – Point out the main figures / indicators to give some insight on the “volumes” managed by the position and/or the activity of the Department. | | | |
| Characteristics  Sodexo Live! | * Monthly KPIs * Geographic Region – Scotland * Number of direct reports – 0 * Number of indirect reports – 0 | | |

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**Job Description:**

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| **3. Organization chart** –Indicate schematically the position of the job within the organization. It is sufficient to indicate one hierarchical level above (including possible functional boss) and, if applicable, one below the position. In the horizontal direction, the other jobs reporting to the same superior should be indicated. |
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| **4. Context and main issues** – Describe the most difficult types of problems the jobholder has to face (internal or external to Sodexo) and/or the regulations, guidelines, practices that are to be adhered to. |
| **Researching and Relationships**   * Ensure that company and sales standards of performance are adhered to at all times * Seek every opportunity to sell the venue portfolio, thinking creatively and generating new ideas, in order to grow the business and enhance revenue * Participate in cultivation events, FAM trips and sales missions in line with agreed KPI’s * Initiate, encourage and actively engage in pro-active selling and have a pro-active approach to identifying new business via appropriate channels and targeting * Conduct mystery shops and competitor analysis on a regular basis and report back findings * Be knowledgeable of our venues and the needs of each venue * Generate leads across a wide range of industries which have the potential to book business with Heritage Portfolio * Record all customer data and sales activity in Salesforce adhering to GDPR guidelines. * Be knowledgeable about all Heritage Portfolio sites in order to cross sell and efficiently communicate with peers in the company to maximize sales opportunities. * Play an active part of the Edinburgh events market and community and attend such events to promote the business and make connections * Build and enhance long term client relationships to enhance the retention of current clients and customers, gain referrals for new business and attract new customers. * Develop relationships with new event agents and make introductions to the wider sales teams   **Reporting:**   * Track and monitor monthly KPIs set out by HOS and report back on a monthly basis * Ensure the data produced from research projects are recorded accurately and kept up to date * Collate information from mystery shops and share with the wider business * Produce a monthly report which will be used in sales and marketing meetings * Ensure CRM system is always accurate and up to date and adhere to GDPR policy * ROI from FAM trips, networking events and exhibitions should be tracked and reports created for HOS and wider business * Review the BOB and movement on a weekly basis |

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| **5. Main assignments –** Indicate the main activities / duties to be conducted in the job. |
| * Support wider sales team to achieve venue sales budgets * Achieve monthly KPIs set out by your line manager * Identifying new sales leads throughout the UK who have the potential to place event business into the HPL venues. * Generate leads and make introductory appointments for the BDMs and HOS * Research corporate companies, event agents and individuals to identify new leads and potential new business * Continuously seek out new business opportunities and maximize each lead potential * Research our competitors and conduct quarterly competitor analysis in order to stay ahead of competition and gain market share * Conduct site visits with the senior sales team in order to deepen understanding of the HPL venues and build on client knowledge * Plan and oversee new ways to showcase Heritage Portfolio to prospective new clients * Attend conferences, meetings, and industry events throughout the UK in order to generate new leads * Ensure the CRM system is accurate and fully up to date with leads and appointments * Conduct pipeline generation days and BBOB days with the onsite sales team and the BDM in order to generate new business opportunities * Take ownership of research projects to target specific industries for HPL venues * Attend client meetings with the HOS and BDM in order develop proactive skills * Manage local industry memberships in order to maximize potential and generate new sales leads * Attend FAM trips and showcase events with the HOS and BDM * Use LinkedIn in order to gain up to date information on existing and potential clients. Use LinkedIn to engage with our target audience and promote Heritage Portfolio |

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| **6. Accountabilities** –Give the 3 to 5 key outputs of the position vis-à-vis the organization; they should focus on end results, not duties or activities. |
| * Achieve HPL Scotland venue sales budgets * Generate a set number of qualified leads per month, set out by HOS * Book appointments for the BDMs in the business, target set out by HOS |
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| **7. Person Specification** –Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| **Essential**   * Knowledge of the MICE market is an advantage * Ability to work under pressure and deliver results in a variety of projects * Ability to prioritise and handle multiple tasks * Confident, ambitious and passionate with the ability to use own initiative * A good researcher, negotiator, and client focussed approach * Ability to build excellent client relationships * Excellent telephone manner * Excellent communication verbal & written skills * Team player with a ‘can do’ attitude * A keen foodie |

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| 8. Management Approval – To be completed by document owner |
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| 9. Employee Approval – To be completed by employee |
| |  |  |  |  | | --- | --- | --- | --- | | Employee Name |  | Date |  | |