

Job Description:

Head of Sales – Heritage Portfolio



Function:	Sales
Job:	Pro-active Sales
Position:	Head of Sales (fixed term)
Job holder:	N/A
Date (in job since):	N/A
Immediate manager (N+1 Job title and name):	Venue Sales Director
Additional reporting line to:	Executive Director
Position location:	Edinburgh

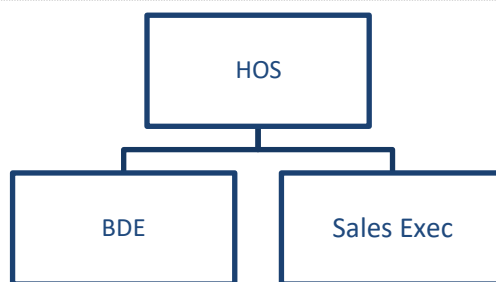
1. Purpose of the Job – State concisely the aim of the job.

- Actively search for new business and accounts and build and strengthen relationships with these customers to drive profitable sales revenue into the portfolio to achieve venue sales budgets
- Take responsibility for an allocated portfolio of MICE accounts, undertaking strategic account management, developing, maintaining, servicing and contracting the allocated account base and working closely with the reactive sales team, proactive sales team and Event Design team who will assist with the processing and delivery requirements from these accounts.
- Conduct key sales activities such as powerful site inspections, client appointments, presentations, familiarisation trips to deliver increased market penetration
- To work with the wider Heritage Portfolio team and immerse yourself in the business
- To support continuous growth and development across Scotland with high levels of engagement, superb morale and motivation and to work seamlessly with the wider sales team

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.

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|-----------------|---|
| Characteristics | <ul style="list-style-type: none"> ▪ Personal Target - £500,000 ▪ Number of venues – circa 11 ▪ Geographic Region – Scotland ▪ Number of direct reports – 2 ▪ Number of indirect reports – 0 |
|-----------------|---|

3. Organisation chart – Indicate schematically the position of the job within the organisation. 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.



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.

Service Client & Guest Care

- Adhere to company values, standards and procedures at all points and ensure they are accurately implemented within the team. To be actively monitoring such to ensure all criteria is met
- To support and encourage a high performing sales culture with a focus on service excellence creating a motivating and exemplary sales experience for all clients at all points
- Ensure that company and sales standards of performance are adhered to at all times
- Maintain accurate records, and report on individual pipeline and BOB on a weekly basis, and manage customer data and prospects via the CRM
- Seek every opportunity to sell Heritage Portfolio venues, thinking creatively and generating new ideas, in order to grow the business and enhance revenue and profitability
- Ensure the sales pipeline is utilised accurately and the outcome of each lead is maximized at all points
- Work with the wider sales & marketing team to analyse figures, pipeline and identify risks and opportunities
- Execute cultivation events, FAM trips and sales missions in line with agreed KPI's
- Drive and encourage the team in pro-active selling and have a pro-active approach to identifying new business via appropriate channels and targeting
- Record all customer data and sales activity in Salesforce adhering to GDPR guidelines.
- Be knowledgeable about all sites in order to cross sell and efficiently communicate with peers in the company to maximise sales opportunities.
- Play an active part of the Scottish 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
- Nurture key accounts, ensure you follow the key account engagement plan in order to grow sales
- Engage with venue clients including panel venues in ensure a strong sales collaboration, maximising on all opportunities

People Management:

- Work with the management team to ensure the agreed procedures and policies are faithfully followed
- Motivate and encourage the pro active sales team in order to drive results
- Monitor the teams KPIs and performance through salesforce and hold them accountable for their performance
- Comply with all statutory company policies and procedures to enhance employee engagement and ensure the Company retains Investors in People accreditation.
- Maintain excellent and professional relationships with internal stakeholders within Heritage Portfolio
- Carry out any other duties as may be required under the direction of your manager, which is reasonably within your scope and commensurate with your status and duties. Including working some out of normal office hours when required
- Behave in a proper and professional manner at all times as a representative of Heritage Portfolio

Quality and Detail:

- Fully comply with all Company and client policies, site rules, statutory regulations and working practices.
- Achieve personal KPI's and objectives. Review on a quarterly basis as part of the performance review process
- Ensure the team are meeting their KPI's and objectives. Review on a quarterly basis as part of the performance review process
- To understand the dynamics of the local market and the demand generators, and the effect this has on our business and react to such information in a pro-active way
- Fully participate in team meetings in order to ensure effective communication is maintained between the teams

Financial Management:

- Achievement of budgeted venue sales targets and KPI's
- To maximise revenue and profit through the implementation of a sales activity plan by proactive selling through a sales platform and use of commercial management techniques
- Analysis of the results by market sectors; service, nationality and other appropriate measures including narrative identifying trends
- Complete accurate monthly forecasts and action plans to ensure budgets are met
- Ensure all required reports are submitted in a timely and accurate manner
- Ensure that all the Company's and client's property, equipment and monies under your control are safe and secure at all times

5. Main assignments – Indicate the main activities / duties to be conducted in the job.

- Achievement of budgeted venue sales targets
- Record and report ROI for all sales activities
- Motivate and mentor the pro active sales team
- Maintain fruitful relationships with existing clients to ensure repeat business and growth of accounts
- Nurture and grow identified key accounts
- Identify new businesses who have the potential place business with Heritage Portfolio
- Monitor salesforce on a daily basis to ensure the team are meeting targets and continuous monitoring of the pipeline
- Report on sales figures to the wider business on a weekly basis
- Attend and lead monthly venue sales and marketing meetings
- Identify new sales opportunities by having a strong presence within the Edinburgh MICE market
- Organise FAM trips and networking events in order to promote the venues
- Ensure you have a strong pipeline of opportunities and effectively manage the sales journey
- Plan and oversee new ways to showcase Heritage Portfolio to prospective and new clients
- Conduct site visits and support the wider sales and event design team
- Develop strong internal stakeholder relationships
- Establish relationships with key city partners in order to obtain referrals and collaborate on sales missions
- Attend relevant trade shows and exhibitions
- Weekly meetings with Head of Events to ensure sales and event design are aligned at all times
- Collaborate with all Heads of Sales by attending monthly meetings in order to cross sell and share insight
- Manage key DMC accounts to retain business and grow revenue YOY

7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively

- A track record in the Events Industry in particular venue sales
- Previous experience in the MICE market
- Knowledge of the event market in Scotland
- Team management experience
- Ability to work under pressure and deliver results
- Working with key stakeholders internally and externally to achieve targets and attending internal and external review meetings to present ongoing activity and results
- 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
- Financial reporting and commercial understanding

8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires

■ Growth, Client & Customer Satisfaction / Quality of Services provided	■ Leadership & People Management
■ Rigorous management of results	■ Innovation and Change
■ Brand Notoriety	■ Business Consulting
■ Commercial Awareness	
■ Employee Engagement	
■ Learning & Development	

9. Management Approval – To be completed by document owner

Version	V4	Date	14/03/2023
Document Owner	Kimberly Barr		

10. Employee Approval – To be completed by employee

Employee Name		Date	
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