Sales Manager - Group Travel & Events

C. £24,000 (depending on experience)

Location – Palace House, The National Heritage Centre for Horseracing and Sporting Art, Newmarket

Background Information

Palace House was officially opened by HM The Queen in November 2016. It is the product of a £19 million conversion of Palace House and the accompanying former trainer’s yard and paddocks into a major destination tourist venue. Palace House aspires to be a world-class visitor experience based in the internationally recognised ‘home of horseracing’ which provides a showcase for horseracing as well as the finest examples of British sporting art. It seeks to preserve the heritage of horseracing, celebrate the contemporary sport, and safeguard its future by bringing the historical narratives of the Sport of King’s to new audiences and racing fans alike. It introduces visitors to the equine heroes of the sport, places horseracing within the broadest cultural context and unlocks the fascinating hidden royal history of Newmarket itself.

Comprising a museum, sporting art collection, exhibition galleries, shop, restaurant, flagship yard and arena displaying former racehorses being retrained, it is a major visitor attraction in Newmarket and the east of England, attracting visitors from across the UK as well as internationally.

Since opening, visitor reviews of Palace House have been excellent: the Museum was Shortlisted for the 2017 Art Fund Museum of the Year award alongside prestigious national venues such as Tate Modern and won the 2017 Suffolk Museum of the Year award. In its first full year, it attracted just over 30,000 visitors and in 2018 became an Arts Council National Portfolio Organisation.

JOB PURPOSE: To proactively drive sales to Palace House working with Discover Newmarket and other stakeholders. Focusing primarily on group travel, corporate and events programme sales.

REPORTS TO: Marketing & Sales Director

KEY RESPONSIBILITIES:

- Drive increased ticket sales, annual passes, events sales and potentially other sales to meet targets
• Identify and develop sales from new commercial customers from the group travel and corporate market sectors

• Maximise sales to the Events programme and assist the Outreach team as required

• Work with stakeholders to implement the Events sales plan and maximise corporate event hire at Palace House

• Devise innovative packages to be sold by Discover Newmarket and Palace House

• Develop and manage relationships with clients and travel agents: including hosting familiarisation visits

• Prepare proposals for new clients, meet and show round when required

• Manage all enquiries and take bookings – liaising closely with the Visitor Services Team Leader in relation to visits

• Collect data, visitor feedback and analyse to inform the marketing plan

• Evaluate performance and report to the Marketing & Sales Director

• Liaise closely with Discover Newmarket to build a co-operative and lucrative relationship – selling and promoting DN Tours

• Work collaboratively with local organisations including Discover Newmarket, other DMOs, TICs, local businesses and Palace House stakeholders

• Support the Marketing & Sales Director as required

To comply at all times with Health & Safety regulations and safe working practices in accordance with current legislation and as detailed in the Company’s Health & Safety Policy and Procedures.

PERSON SPECIFICATION:

• Demonstrable experience of achieving sales targets

• Good listener

• Experience of group travel or B2B selling

• Ability to devise visit packages

• Professional face to face and telephone manner and highly customer service focussed

• Proven ability to build rapport with people

• Strong attention to detail
• Strong interpersonal skills
• Self-starter
• Excellent ability to understand and match needs

**TERMS AND CONDITIONS OF EMPLOYMENT**

**Salary:** c. £24,000 (depending on experience)

Full time - 2 yrs fixed term contract with possibility of extension

**Hours of work:** 40 hours per week

**Annual Leave:** 28 days including public holidays

**Probation Period:** 3 months

**Notice Period:** 1 month either side

**Other Benefits:** Contributory pension scheme

**APPLICATION PROCESS**

To apply for this exciting and challenging role please submit:

• A full Curriculum Vitae

• A letter of application, no longer than 2 A4 pages, explaining your aptitude and experience related to the skills outlined in this job description

• The names and full contact details of 2 referees. References will not be sought without prior agreement

• Please indicate if there are any restrictions on you taking up employment in the UK and, if so, provide details

**Please send your application by email to:** [project@nhrm.co.uk](mailto:project@nhrm.co.uk)

**By post to:** Recruitment (Group Travel & Events Sales Manager), Palace House, National Heritage Centre, Palace Street, Newmarket CB8 8EP

**Application Deadline:** 5pm on Wednesday 17th April 2019

**First Interviews will take place:** Week beginning 22nd April 2019

**Equality** Palace House believes in the employment and advancement of people solely on their ability to do the job required. When recruiting people, we will therefore disregard their gender, marital status, race, age, colour, nationality, ethnic origin, religion and sexual orientation. There will be no discrimination on the basis of disability.