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| Job Title: | **Temporary Sales Manager (maternity cover)** |
| Department | Membership and Industry Relations |
| Location | Visit Bath, 9-10 The Colonnades, Bath Street, Bath, BA1 1SN. |
| Reports to | Head of Membership and Industry Relations |
| Duration | 9 months from mid-July 2018 |
| Hours of work | Full time |
| Salary | £25,000 pro rata |

Visit Bath is the marketing organisation responsible for the promotion of Bath and North East Somerset as a leisure and business visitor destination. By working in partnership with its members and stakeholders, the company aims to maximise tourism’s contribution towards the local economy and the quality of life for visitors and residents within the city and region

**Purpose of Job**

To provide temporary maternity cover for the Visit Bath Sales Manager, managing sales of digital and print advertising to increase commercial income for the company and its member businesses.

**Principal Duties**

1. Pro-actively conduct and coordinate sales of digital advertising:

* On the visitbath.co.uk website (‘featured products’ and ‘hero images’)
* For consumer campaigns
* In consumer e-newsletters
* On Visitor Information Centre screens
* For online special offers

1. Coordinate final advertising sales for the 2019 Bath Visitor Guide publication, liaising with guide designer, advertisers and members of the Visit Bath project team (for completion by November 2018.)
2. Pro-actively conduct and coordinate advertising sales for the 2018 Bath Christmas Market publication, liaising with guide designer, advertisers and members of the Visit Bath project team (for completion by September 2018.)
3. Pro-actively conduct and coordinate advertising sales for the 2018 Bath Christmas Market website, liaising with advertisers and members of the Visit Bath digital marketing team (for completion by September 2018.)
4. Pro-actively conduct and coordinate advertising sales for the new Bath City Map publication, liaising with guide designer, advertisers and members of the Visit Bath project team (for completion by end of February 2019.)
5. Conduct and coordinate advertising sales for the 2019 Food & Drink publication, liaising with guide designer, advertisers and members of the Visit Bath project team (for completion by end of March 2019.)
6. Pro-actively support new membership recruitment.
7. Undertake such other duties and responsibilities as are specified by the Chief Executive.

**To apply please send your CV and a cover letter to** [**natalie\_hilton@bathtourism.co.uk**](mailto:natalie_hilton@bathtourism.co.uk)

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| Person Specification | | |
|  | **Essential** | **Desirable** |
| Qualifications & Skills | Highly numerate.  High level of IT literacy in standard office software.  Excellent communication, interpersonal and negotiating skills.  Excellent organisational and analytical skills and good attention to detail.  Systems driven with a head for figures.  Ability to maintain sales generation leads and systems. | Educated to degree level or equivalent. |
| Experience | Proven track record in sales or business development.  Experience of dealing directly with customers. | Experience in the tourism and hospitality sector. |
| Qualities and Attitude | Highly customer focused.  Professional, can-do attitude.  Reliable, trustworthy and hard working.  Flexible in approach to finding solutions.  A team player. |  |
| Sector/Industry Knowledge |  | Knowledge of the tourism products and services in Bath and the surrounding area. |

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