

SOUTHWARK

◆ CATHEDRAL ◆

Job title: Sales Executive (temporary position)

Based: Southwark Cathedral, London Bridge

Salary: upon application

Contract: 6 month

Start date: 1st August

Reports to: Commercial Director

Southwark Cathedral has been a place of Christian worship for over 1400 years. The Cathedral is situated at the heart of the London Bridge Quarter next to Borough Market, the SHARD with views across the Thames to the City. London Bridge is a vibrant and much regenerated part of the South Bank surrounded by tourist attractions and the head offices of major companies as well as the seat of London government.

There are many activities that compete for space and time in a full diary - however, the Cathedral's mission and ministry would not be possible without the valuable financial contribution made by its income generating activities.

Overview

This post forms part of a sales team working to the Commercial Director.

We are looking for a focused and target-driven sales executive to deal with sales enquiries quickly and efficiently to meet challenging monthly targets. You will also contribute to the team's marketing initiatives including social media, e: newsletters and telephone sales targeted towards the conference and special event venue-finding sector through our marketing partners. The post holder should be able accurately to record and analyse sales information.

Context

The post-holder is employed by Southwark Cathedral Enterprises Ltd (SCE), the wholly owned subsidiary trading arm of Southwark Cathedral which runs the commercial activities on behalf of the Cathedral.

The Conference Centre consists of six meeting rooms of varying sizes, all equipped with Wi-Fi and AV facilities including facilities for hybrid events. Conference catering is provided by the café run as a franchise by LEAFI. Our conference business has a

wide client base drawn from the commercial, government and charity sectors. The conference centre has an excellent reputation and is popular with clients as evidenced by regular customer feedback.

The post reports to the Commercial Director.

Purpose of the role

This is a great opportunity to make your mark at a unique venue at an exciting time as the conference centre and special events venue hire business emerges on to the Road Map set out by the Government. Venue hire income forms a vital commercial revenue stream to Southwark Cathedral, the post holder will work with the team to deliver against ambitious sales targets.

Main duties

Sales

- Work with the Head of Events to meet and exceed annual income targets for venue hire and events.
- Develop and maintain relationships with existing key accounts maximising sales opportunities
- Respond to in-bound enquiries on the same day via phone and email to maximise conversion
- Conduct site visits around the venue spaces

Marketing

- Attend trade shows, consortium meetings and networking events, being an ambassador of Southwark Cathedral at all times
- Organise and deliver promotional events and FAM trips

Event planning and operational support

- Work with the Cathedral operations teams and suppliers to ensure confirmed events are planned and delivered as agreed and to a high standard
- Be on hand to greet and oversee events with clients as required

Other duties

- Produce regular evaluation reports for Commercial Director
- Issue booking form, contracts and other event related documentation as required
- Work with the Finance team to ensure invoices and credit notes are raised as appropriate
- Competency in an online diary system to optimise use of available space, training provided
- Ensure the events database is maintained with accurate information
- Collate and respond to client evaluation forms, regularly overseeing client satisfaction levels

- With Head of Events, undertake competitor analysis to inform the venues business development

This is not an exhaustive list of duties and your line manager may allocate other tasks which are of a similar nature of level.

Personal specification

Essential

- A natural instinctive flair for sales with demonstrable experience in a similar sales context.
- An assertive and proactive individual who thrives on positive results and has commitment and drive to achieve targets.
- Able to promote the brand effectively in dealings with external agencies and potential clients.
- Excellent IT skills, attention to detail and accuracy and familiarity with online diary systems.
- Excellent negotiating skills with the ability to work flexibly and creatively with the established pricing structure to encourage repeat business.
- A good working knowledge of the audio visual aspects of a conference centre including some knowledge on hybrid or mixed mode events
- Able to work under pressure and manage pressure points calmly.
- Flexible and willing to work occasional evenings for meetings and events.
- Able to demonstrate sympathy with the aims and objectives of Southwark Cathedral.

Desirable

- Knowledge of conference and event sales for heritage venues.

This post is open to candidates who are in sympathy with the aims and objectives of the Christian Church and the Anglican tradition. The Cathedral encourages equal opportunities.

Working hours

The working hours shall be 35 hours as week, exclusive of meal breaks. These can be flexible across the week and agreed in advance with your line manager. Some out of hours working will be required to support events and this will be notified in advance. Time off in lieu will be awarded in line with Southwark Cathedral's policy.

