



# Application Pack

**Travel Trade Manager**

**Full Time - Maternity Cover (40 hours per week)**

**Westminster Abbey**

**April 2019**



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# About Westminster Abbey

Westminster Abbey is a major centre for Christian worship, a leading venue for tourism and a treasured part of Britain's heritage. The Abbey has occupied a central place in the celebration of great events for the nation and remains one of the most beautiful architectural masterpieces in Britain.

A living Church, Westminster Abbey is the House of Kings, where the coronation of Kings and Queens has taken place since 1066, and where many of the Kings and Queens of England and of the United Kingdom are buried. Principal among them is St Edward the Confessor, King of England from 1042 to 1066, whose shrine is at the heart of the Abbey Church. Beside and around them are buried or commemorated many of the great men and women from almost every century of British history: statesmen and politicians, lawyers, warriors, clerics, writers, artists, musicians. Westminster Abbey is a Royal Peculiar, and the Dean and Chapter of Westminster are directly responsible to the Sovereign.

## **The Dean and Chapter of Westminster defines our Mission in these terms:**

- To serve Almighty God by offering divine Worship daily and publicly;
- To serve the Sovereign by daily prayer and by a ready response to requests made by or on behalf of Her Majesty;
- To serve the nation by celebrating the distinctive witness of the Christian faith; by upholding the place of religious faith within national life; and by active engagement with Parliament, Whitehall and others in positions of public service;
- To serve all pilgrims and visitors to the Abbey, and to maintain a tradition of hospitality.

## **Our values**

As one we serve each other, our visitors and the wider world in all we do with:

- Truthfulness
- Integrity
- Empathy
- Excellence

The Abbey attracts approximately one million paying visitors each year, from all around the world. A large number of people also attend services which take place seven days a week. Daily services are only part of the Abbey's work, for there are also many 'special' services and events throughout the year. Westminster Abbey currently employs around 350 staff in a variety of roles and an even larger number of volunteers.

The Abbey receives no regular income from the State, the Church of England or the Royal Family, and relies on monies raised from visitors to ensure that the building can be properly maintained and remain open as an amenity for all.

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# Job Description

<b>JOB TITLE</b>	<b>Travel Trade Manager</b>
<b>ACCOUNTABLE TO</b>	Head of Event Management and Marketing
<b>KEY RELATIONSHIPS</b>	<b>Internally:</b> Visitor Experience, Development, Press & Communications, Finance  <b>Externally:</b> Key travel trade partners, trade associations, Blue Badge Guide account holders and ticketing agencies
<b>JOB SUMMARY:</b>	Working closely with the Head of Event Management and Marketing to develop new and manage existing relationships to increase visitors and related income to the Abbey year on year

## **MAIN DUTIES AND RESPONSIBILITIES:**

### Industry Partner Development

1. Build on relationships with existing trade associations and create local partnerships with other heritage attractions such as The Houses of Parliament and St Paul's Cathedral to raise the profile of the Abbey within the Travel Trade Arena.
2. Host trade association familiarisation trips, carrying out follow-up activity as required
3. Represent the Abbey at domestic trade shows such as British Travel and Tourism Show, Group Leisure Show and World Travel Market
4. Represent the Abbey at trade association events including but not limited to, for example, the CTA conference and the AGTO showcase weekend
5. Undertake overall account management of the domestic market, international market and educational groups (language schools and educational tour operators). These include inbound tour operators, online and affiliate ticketing agencies as well as Destination Management Companies and Venue Finding Agencies
6. Act as Abbey representative at Industry events in association with UK Inbound and Visit Britain.

### Blue Badge Guide Group Accounts and Free Sale Travel Trade Accounts

7. Account manage the existing Blue Badge Account Groups (94) – while recruiting new ones as applicable
8. Oversee and open Blue Badge Guide Accounts
9. Log new accounts and ensure funds are held with finance
10. Act as first point of contact for any BBG related matters relating to voucher handling and solving any other voucher related issues
11. Assist the finance team with trade voucher invoicing and reconciliation
12. Work closely with BBG account holders to ensure the Abbey's inclusion in all their collateral
13. Ensure newsletter inclusion and features via trade association and e-comms, both domestic and international
14. Run weekly reports to monitor monies held by said accounts and to chase those account holders with low balances
15. Provide regular training on the Abbey's products to ensure visibility of its product and therefore increased sales.

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## Trade Accounts

16. Maintain and build the portfolio of 'key' free sale accounts to encourage sales to the Abbey especially in the shoulder periods
17. Manage the relationship with London Pass
18. Act as first point of contact for any Galaxy Connect related matters as required
19. Provide trade account holders with regular training on the Abbey's product
20. Source new leads via attendance at trade events
21. Develop a Travel Trade web pricing and yield strategy for all online 3<sup>rd</sup> party and B2B distribution channels together with Head of Visitor Experience.

## General

22. Create monthly performance reports on all areas described above
23. Work with the marketing manager to design bespoke collateral for groups and travel trade accounts
24. Jointly host and co-ordinate at least one travel trade event per annum with the Head of Event Management and Marketing
25. Work with the Head of Event Management and Marketing on the Abbey's outdoor activities to encourage third party sales by trade accounts
26. Keep abreast of activities in the market by attending relevant seminars and conferences
27. Manage and oversee public ticketed events as applicable including but not limited to open air cinema/theatre and concerts
28. Ensure an operationally efficient set of processes for the travel trade is executed
29. Deputise for the Head of Event Management and Marketing as required at internal meetings and external events.

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# Person Specification

## **Essential**

### **Education**

1. Educated to degree level or equivalent

### **Knowledge/Experience**

2. Excellent verbal and written communication skills
3. Proven experience successfully of working with ticket agencies and/or tour operators
4. Proven ability to work on several tasks at one time and ability to deal with conflicting priorities
5. Advanced level of IT proficiency in Microsoft Office (including an advanced knowledge in the use of excel)
6. Proven negotiation skills and an eye for contractual detail.

### **Personal Attributes**

7. Sympathy for and understanding of the Abbey as a Christian Church
8. Commitment to the Abbey's mission and to the maintenance of its reputation, with the capacity to be diplomatic and discreet
9. Excellent attitude and approach to customer service
10. Self-motivated and able to motivate others
11. Ability to work under pressure
12. Methodical and accurate with an excellent attention to detail
13. Able to work effectively with people at all levels
14. Able to build and develop collaborative working relationships.

### **Circumstances**

15. Ability to work evenings, weekends and bank holidays as required

### **Desirable**

16. Experience of working in a similar environment
17. An understanding of protocol at high profile events.

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# Working for Us

## **Salary**

The salary is £40,828.57 per annum and is paid on the last Friday of each month. Salary is reviewed annually in January.

## **Working Hours**

These are 40 hours per week. The normal arrangement of working hours is 9am to 5pm Monday to Friday, however the postholder will be required to work hours that suits the needs of the business.

## **Annual Holidays**

The holiday entitlement is 31 days per annum including recognised public holidays, rising to 33 hours per annum in the fifth year of service.

## **Training**

On-site training will be provided in all aspects of the job. Any further training needs will be assessed through the probation period and in annual appraisals.

## **Pension Scheme and Life Assurance**

All employees can join a Group Personal Pension plan, where the minimum employee contribution is 3% and the maximum employer contribution is 9% (as determined by the level of the employee contribution). You will be auto-enrolled into our qualifying workplace pension scheme after 3 months, if you meet the eligibility criteria.

All employees are covered by death-in-service life assurance, whether or not they choose to join the pension scheme.

## **Staff Discount**

All employees receive a 20% discount on purchases from the Westminster Abbey shop and a 30% discount on purchases from the Benugo outlets, which serve refreshments.

## **Season Ticket Loan**

A season ticket loan is offered after completion of a probationary period, repayable over 10 months.

## **Medical Insurance**

The Abbey will pay 50% of premiums to join a nominated medical insurance scheme after one year's employment.

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# Equality Statement and How to apply

## Equality Statement

The Dean and Chapter aim at all times to recruit the person who is most suited to the job. Recruitment will be solely on the basis of the applicant's abilities and individual merit as measured against the criteria for the job. Qualifications, skills and experience will be assessed at the level that is relevant to the job.

We will ensure that our shortlisting, interviewing and selection procedures avoid discrimination in any way, including on grounds of age, disability, gender, marital status or civil partnership, race, nationality or ethnic origins, religion or belief and sexual orientation.

Please return the Equal Opportunities Monitoring form with your application. This will help us monitor our recruitment practice. The form will not be seen by the people making the selection decision.

## Safeguarding

Westminster Abbey is committed to the safeguarding of children, young people and adults at risk. To prevent them from harm, we undertake appropriate checks on staff and volunteers and require them to complete relevant safeguarding training. Offers are subject to a relevant level of criminal record check, receipt of references satisfactory to Westminster Abbey, right to work in the UK, proof of professional qualifications and medical clearance, which may include a medical assessment from the Abbey doctor.

## How to Apply

Please complete our application form as CVs will not be accepted.

Read the Job Description and Person Specification carefully and think about how your experience, skills and abilities help you to meet the requirements listed in the Person Specification. Use the 'Supporting Statement' section of the form to tell us how you meet each of the requirements.

As well as your previous work experience, tell us about other relevant experience such as community and voluntary experience. Clear information on how you meet all the requirements of the job, with relevant examples, will help us with shortlisting, and we may not be able to shortlist you for interview if you do not provide this.

Please email your completed application to: [applications@westminster-abbey.org](mailto:applications@westminster-abbey.org) OR post it to:  
The Human Resources Department  
The Chapter Office  
20 Dean's Yard  
London SW1P 3PA

**Applications should arrive no later than Tuesday 16 April 2019 at 12 noon. Interviews are currently scheduled to take place on 8 May 2019.**

*We regret that due to the large number of applications we receive we are only able to contact or provide feedback if you have been shortlisted for interview. We appreciate your interest in our work at Westminster Abbey.*