



**OLD ROYAL
NAVAL COLLEGE**
GREENWICH

JOB DESCRIPTION

JOB DETAILS

Post Title:	Travel Trade Marketing and Sales Executive	Job Ref:	ORNC -
Area:		Location:	Greenwich, London, SE10
Salary:	£23,000 – 26,000 (depending on experience)	Status:	Full time
Hours:	5 days a week Monday to Friday, 9am – 5pm (35 hours). The post holder may be required to work occasional weekends and bank holidays	Annual Leave:	25 days, exclusive of Bank Holidays
Staff Management:	None	DBS Check Required:	No
Reports to:	Marketing Manager		
Relationships:	<ul style="list-style-type: none">- Marketing Officer – Campaigns and Brand- Corporate Communications- Head of VE, Retail and Marketing- Commercial Events Officer- Box Office Coordinator- VE Manager- Volunteer Manager- Learning and Interpretation Team		
Role Purpose:	The Old Royal Naval College is one of London's most popular visitor attractions, at the heart of the Maritime Greenwich World Heritage Site, welcoming 1.2m visitors annually. Following our £13.5 million transformation project, we are creating a culturally relevant and vibrant visitor attraction that welcomes people of all ages and backgrounds, from near and far. We are doing this by living our values of		



	<p>Bold Embracing Imaginative Resourceful.</p> <p>The Marketing team is critical to the organisations ability to reach its ambitious visitor and ticket sales targets, and as such, the Travel Trade Marketing and Sales Executive role main purpose is two-fold:</p> <ul style="list-style-type: none">- To build and maintain productive travel trade relationships and partnerships and develop visitor product to grow our travel trade and groups business- To ensure delivery of compelling travel trade packages, ensure smooth booking processes, and maintain ongoing communications to ensure positive outcomes of all Travel Trade offers. <p>For the full job description and person specification, please visit www.ornc.org.</p>
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A. ROLE SPECIFIC

Objectives

- To promote the Old Royal Naval College as a destination to UK and overseas tourists
- To work with internal and external partners to meet our travel trade targets
- To be the main point of contact for our external travel trade agency and ensure the partnership is delivering excellent results and is on target
- To facilitate travel trade bookings within our wider visitor operation to ensure positive experiences for all travel trade clients
- To attend relevant trade shows, conferences, and host fam events to stay up to date with the travel trade market and create packages that meet the needs of potential travel trade clients
- To work with the box office coordinator to ensure all points of communication before, during, and after visits are positive and conducive to repeat visitation



RESPONSIBILITIES

Marketing

- To build and foster a productive working relationship with our Travel Trade agency to continue to build our presence with the Travel Trade. Ensure they are reporting regularly on progress.
- To develop direct relationships with our key Travel Trade partners, monitor performance and ensure they are meeting our target revenue
- To work with internal and external stakeholders and the Commercial Events Officer to market a travel trade offer, including packages developed with site partners
- To develop and foster our relationship with Visit Greenwich travel trade group and ensure we are maximising all our opportunities. In particular ensure our presence within Visit Greenwich, Visit London and Visit England sites is up to date and delivering referral traffic
- Ensure all our offers and relevant marketing content is shared and used by all our partners and the site as a destination to the travel trade market

Sales

- In consultation with our Travel Trade agency, carry out proactive sales calls and meetings with potential travel trade groups and partners to encourage demand for Old Royal Naval College offers
- Process bookings, take payments, and book on-site resources for travel trade clients
- Work closely with the Box Office Coordinator and on-site catering partner to ensure excellent customer experience and delivery of catering packages
- Work with the Box Office Coordinator to ensure travel trade processes and offers are delivered effectively and efficiently on-site
- Deliver the target travel trade income

General

- Support the Marketing Manager with any additional duties as appropriate

6 ALL EMPLOYEES

1. Leadership

Work with colleagues to strengthen the Foundation's capability, culture and resources so that we can collectively deliver our vision and mission with confidence.

- 1.1 Support collective leadership, knowledge sharing and relationship building across the Foundation.



- 1.2 Act in accordance with the Foundation's current and future policies, procedures, guidelines and relevant codes of practice, which aim to ensure the highest possible standards of professionalism. For example, Data Protection, Employment Law, Equality, Diversity and Inclusion, Safeguarding, Health and Safety.
- 1.3 Undertake any other duties as appropriate that are commensurate with the post as may be determined from time to time by the Line Manager, or above. It should be understood that this job description may change as the Foundation develops following discussion and agreement with the post holder. The post holder will have full opportunity to discuss and be active in changes or developments.

2. Values

Set an example for all colleagues by embodying and exemplifying our values in all your work:
Bold | Imaginative | Embracing | Resourceful.

- 2.1 Observe high levels of professionalism and treat stakeholders and colleagues with courtesy, respect and dignity, always.
- 2.2 Work co-operatively with colleagues, including providing cover during absence as may be requested by your Line Manager or other colleague as delegated.
- 2.3 Actively participate as a manager and an employee of the Foundation including being available for staff and other meetings as required.
- 2.4 Avoid any action or behaviour which may conflict in any way with the Foundation's values or which may bring our organisation into disrepute.

3. Self-development

Ensure continuous self-development, both professionally and personally, through training, supervision and other appropriate means.

- 3.1 Develop and maintain the range of skills appropriate to the post and to keep up-to-date with good practice, publications and issues relating to your area of work or the Foundation as a whole.
- 3.2 Attend appropriate training (workshops, courses / conferences and other appropriate events), as agreed with your Line Manager or above.



PERSON SPECIFICATION

Travel Trade Sales and Marketing Executive

The Greenwich Foundation for the Old Royal Naval College is committed to making appointments on merit by fair and open processes; taking account of equality, diversity inclusion.

	Essential	Desirable
Qualifications, Education and Training		
Degree level qualification		✓
Experience, Skills and Knowledge		
Good understanding of tourism industry and the travel trade	✓	
Experience of promoting and selling travel product to a national and overseas audience	✓	
Ability to speak more than one language (French, German, Italian, Spanish, Chinese or Japanese)		✓
A good understanding of branding, communications, and marketing	✓	
Excellent interpersonal skills, along with the ability to develop strong working relationships with external suppliers and internal departments	✓	
Ability to manage own workload and work unsupervised	✓	
Excellent numerical skills and ability to analyse performance and result	✓	
Proven ability to meet tight deadlines across multiple projects	✓	
Ability to creatively analyse and critique		✓
Proven ability to balance competing demands and priorities		✓
Excellent written communication skills	✓	
Ability to make independent decisions and think quickly and decisively	✓	
Project management skills	✓	
Confidence in using Microsoft Office applications, Adobe Creative Suite, MailChimp and CRM systems	✓	



Personal Qualities		
A demonstrable commitment to the Foundation's values.	✓	
A commitment to and demonstration of good professionalism.	✓	
A transparent way of working.	✓	
Highly motivated and proactive, with excellent interpersonal skills.	✓	
Excellent written and oral communication skills.	✓	
Able to maintain productive working relationships with external and internal contacts and providers.	✓	
Ability to work autonomously with limited support.	✓	
A logical thinker with strong problem solving skills.	✓	
Ability to reach decisions and judgments based upon balanced assessment of the technical, business and human factors involved.	✓	
Accurate with strong attention to detail.	✓	
Calm under pressure, flexible, friendly and helpful.	✓	
Discreet with an understanding of the need to maintain confidentiality.	✓	
Respect for equality of opportunity, diversity and inclusion with practical ideas for their implementation within the scope of the post.	✓	
Demonstrable experience and ability to work within a high performance environment and to deliver KPIs as defined.	✓	

The organisation values diversity and is committed to making appointments on merit by fair and open processes, in accordance with its equal opportunities policy.



OUR VALUES

Bold | Imaginative | Embracing | Resourceful

BOLD	We're proud of what we have and confident to shout about it. We're adventurous with our offer and we lead our partners for everyone's benefit
IMAGINATIVE	We make inventive use of our resources to realise our potential
EMBRACING	We're warm and approachable, welcoming diverse people and ideas, and creating a positive, nurturing environment
RESOURCEFUL	We're flexible in our approach, resilient and responsive to new opportunities

Supplementary Information

About the Old Royal Naval College

The Old Royal Naval College was established in 1997 as a charity to conserve the magnificent Baroque buildings and grounds for present and future generations and to provide opportunities for wide and diverse audiences to enjoy and share its significance.

The site is of recognised significance locally, nationally and internationally due to the nature of its architecture, above and below ground, and its position within the UNESCO Maritime Greenwich World Heritage Site. The site is an intrinsic part of the townscape for local people and operates as a significant tourist destination; 1.2 million people visit the site each year.

Our ambition is to become an extraordinary cultural destination which inspires local pride and world-wide acclaim – a place which creates rich and memorable cultural experiences. We inspire and engage the public in heritage and creativity. We conserve and protect the Old Royal Naval College for the nation.

Our strategic objectives are to create and encourage:

- **Exploration:** engage visitors via a site-wide historic, architectural and spiritual experience.
- **Spectacle:** inspire the public via a stimulating artistic programme.
- **Stewardship:** conserve the fabric of our buildings, grounds and archaeology.
- **Independence:** grow a cultural business which secures our sustainable future.

The Old Royal Naval College comprises a number of heritage attractions and conference / event venues, namely: The Painted Hall, The Chapel of St Peter & St Paul, Visitor Centre (Pepys Building), learning spaces including the Clore and the Mews schools' room, Admiral's



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House, Skittle Alley & Ripley Tunnel, and Queen Mary Undercroft. The grounds and visitor routes including points of interest / photo opportunities.

What We Do

We are a heritage attraction, a place of worship, learning space, retailer, concert venue, film set, picnic venue, entertainment space, conference venue, wedding venue, exhibition space, performance space, and we have a pub / bar / restaurant. Our offer covers the daytime and night-time economy. Our engagement programme ensures that visitors enjoy and have memorable experiences here and includes tours, talks, 'Late' events, recitals, concerts, family activities, debates, festivals and markets. We are a space for local people, students of the University of Greenwich and Trinity Laban, and tourists from the UK and worldwide. Everything we do is guided by our values bold, imaginative, embracing and resourceful.

For a general overview of the work of the Foundation, please visit our website at: www.ornc.org