



BUSINESS DEVELOPMENT EXECUTIVE

Location: Southwark, London, SE1

Contract: Initial 3 month probationary, followed by contract terminable by 1 months' notice on either side

Time Commitment: 22 hours per week

Reporting to: The Office Manager, and ultimately the Honorary Officers

Fee: £15,000

As part of its strategic aims and objectives, The British Guild of Tourist Guides (the 'Guild') seeks to contract with a Business Development Executive to promote and grow its presence in the tourism marketplace, to increase work opportunities for its members and generate revenue for the Guild.

Please note this Job Description does not form part of a contract and illustrates core expectations. We expect all members of our team to be flexible in their work so that as a team, the Guild can deliver on its objectives. Travel outside London will be required as necessary and reimbursed accordingly.

Who are we?

The British Guild of Tourist Guides (the 'Guild') is a national membership association for professionally trained and qualified Blue Badge Tourist Guides and also represents associations of professionally trained Green Badge Tourist Guides throughout England.

Since its foundation in 1950, the Guild has dedicated itself to raising and maintaining the highest professional standards of guiding to meet clients' needs and expectations.

Blue Badge Tourist Guides are the official, professional tourist guides of the United Kingdom, recognized by the local tourist bodies and Visit Britain. There are over 1,000 Blue Badge guides in England, Scotland, Wales and Northern Ireland – each region and nation has its own badge. Our members guide in all the UK's major tourist attractions, as well as its cities and countryside.

Green Badge Tourist guides have expert local knowledge of particular towns and cities.

Our guides offer walking tours, virtual tours, themed tours, museum and gallery visits, coach sight-seeing, tours by private cars and provide guides for conferences and incentives. Between them, our members speak over 30 languages. Our members make a good experience great and bring a visitor's experience to life.

The Guild also acts as the Training Provider for many of the courses accredited by the Institute of Tourist Guiding.

Together with the Institute of Tourist Guiding, the officially recognised standard-setting and awarding body for tourist guiding in England, Northern Ireland and Jersey, the Guild is currently working to represent the profession at every level of the Visitor Economy, to promote the highest standards of excellence in tourist guiding and to raise the profile of the guiding profession. This project, 'Project Guide UK', will create a unified voice with which the guiding profession can engage with the Tourism and Visitor Economy and vice versa. Project Guide UK has agreed its mission statement as 'To promote the guiding profession and qualified guides as the expert ambassadors of all the treasures of Britain, indispensable to the Visitor Economy of the United Kingdom'.

The Guild has an office in London (SE1) and employs 2 part-time staff, an Office Manager and an Administration Officer. It operates a lecture theatre for training courses and other clients

MAIN DUTIES

Core roles

- To promote the position of the British Guild of Tourist Guides as the professional and accredited guiding association for Blue and Green Badge Tourist Guides in England
- To grow the Guild's presence in the tourism marketplace and generate work opportunities for members
- To work with others to help deliver on the strategic intent of Project Guide UK in creating a Unified Voice for the Tourist Guiding profession in the UK
- To ensure that the Guild's presence in the Tourism Economy is regenerated following the Covid-19 lockdown
- To develop and increase the Guild's revenue and available resources to achieve its adopted strategic aims and objectives
- To communicate the Guild's activities to members
- To work with the Guild's team to ensure that the Guild's website is always fit for purpose as regards members and the trade.

Key Responsibilities

- To work with the Guild's Communications' team to maintain and enhance its presence in print and online
- To attend, and, where necessary, plan the Guild's participation in trade shows and conferences to promote the Guild and to follow-up that attendance
- To develop and communicate the Blue and Green Tourist Badge 'brand' to the trade and to inbound visitors
- To maintain, grow and maximise the Guild's database of tourism sector contacts
- To produce a monthly report to the Honorary Officers on Business Development activity with target focused action plans
- To report as required to the Executive Council of elected specialist volunteers

Key relationship-building responsibilities

- To maximise the use of the Guild's existing trade membership bodies
- To maintain existing and build and develop productive travel trade relationships
- To work with regional guiding associations to communicate the benefits of membership to retain and expand membership numbers
- To work with regional guiding associations to help with marketing at a local level
- To develop corporate relationships with sites, facilities, retail etc., to develop incentive packages for guides

Business Development role

- To expand and create work opportunities for guides as members of the Guild through tours and speaker offerings
- To expand advertising revenue for The Guide digital magazine and website
- To develop income streams through tours and seminars for the Guild's London base
- To work with the office staff to maintain and increase membership of the Guild by all badged guides in England
- To consider and evaluate an offer of Corporate Membership and potential sponsorship

PERSON SPECIFICATION

The ideal candidate will:

- Possess a positive attitude; be someone who is keen to learn and suggest ideas.
- Be a self-starter, creative in business development, showing drive and initiative
- Be prepared to combine working from home and hot desking in the London office
- Demonstrate proven ability to meet deadlines across multiple projects.

Background experience

- To have a good understanding of the tourism industry and travel trade
- Have proven experience of promoting and selling travel products to a national and overseas audience.
- Possess the ability to be resourceful and flexible in response to challenges
- Have excellent interpersonal skills, along with the ability to develop strong working relationships with external suppliers, office staff and elected volunteers.
- Be respectful for equality of opportunity, diversity and inclusion.

Skills and qualifications required:

- Knowledge of the Visitor Economy
- Confident using Microsoft Office applications and ideally WordPress, MailChimp and Survey Monkey

How to apply: To apply for the role, email your CV and covering letter, stating why you believe you are suitable for the role to:

guild@blue-badge.org.uk

Please put 'Working for the Guild' on the subject line

Closing date: 30th September 2020

The professional association for Blue Badge Tourist Guides throughout Britain

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