



## POSITION DESCRIPTION

<b>Position title:</b>	<b>Sales &amp; Marketing Assistant – Full Time</b>
<b>Brand/Department:</b>	HAGGiS Adventures, Highland Explorer Tours, The Skye Inn & Morag's Lodge
<b>Reports to:</b>	Sales & Marketing Manager
<b>Adjacent relationships:</b>	Marketing Executive
<b>Location:</b>	60 High Street & Canning St., Edinburgh - UK
<b>Work pattern:</b>	Monday-Friday, 9am – 6pm –flexibility as required including occasional weekends and reservation cover.

## POSITION PURPOSE

- The Sales & Marketing Assistant will support the Sales & Marketing Manager and wider team with key marketing and business strategies. Develop, manage and maintain positive partnerships to ensure growth and efficiency of the Company's OTA and Local Agent businesses.

## KEY RESULT AREAS & ACTIVITIES PERFORMED

- Be a Brand Ambassador, consistently exhibiting the Brand attitude and values.
- Liaising and networking with a range of stakeholders including customers, colleagues, suppliers and partner organisations.
- Implement specific marketing campaigns and new sales strategies as directed.
- Work with the Sales & Marketing Manager and Sales & Reservations team to develop initiatives to maximise cross-selling and new business opportunities.
- Attend key sales and networking events where OTA partners, Agents and consumers will be present.
- Proactively seek out opportunities with local agents, venues, and hotels in terms of selling our tours.
- Achieve annual targets in line with Sales Plan and Budget.
- Maintaining and updating back-end OTA systems.
- Help to manage and maintain positive partnerships to ensure growth and efficiency of the Company's OTA and Agent business.
- Ensure all incoming OTA and Agent inquiries are responded to efficiently, timeously, and professionally in order to maximise business potential.
- Brand communications: assist in championing the HAGGiS Adventures, Highland Explorer Tours, The Skye Inn, and Morag's Lodge brands in-line with the brand guidelines.
- Assist with website updates and broader content management of third-party media and other marketing-related tasks.
- Complete administrative tasks related to sales and marketing activity.
- Provide updated dates and rates in a timely manner.
- Working in the Sales & Reservations team as and when required.
- Supporting the Sales & Marketing Manager and other colleagues in the wider team.

## EDUCATION

- A degree in business, management, marketing, or a related field would be well regarded for this position, although alternative relevant experience especially sales experience would also be

considered.

## **REQUIRED SKILLS, EXPERIENCE & PERSONAL TRAITS**

- A working knowledge of Excel, Word.
- A positive, “can-do” attitude.
- A great communicator with a natural flair for striking up conversation.
- Customer service and Sales experience and focus.
- A flexible and energetic team player who is always ready to go the extra mile.
- Excellent interpersonal skills, verbal, and written communication.
- Good Organisational skills with the ability to multi-task.
- Commitment to continuous improvement, ongoing learning and personal development.
- Excellent attention to detail.
- Highly motivated, confident and resilient.
- Passion for creativity.
- Fundamental Microsoft Word and Excel skills.

## **USEFUL ADDITIONAL EXPERIENCE**

- Experience in / or an understanding of the Tourism Industry would be desirable but not essential.
- Personal travel experience.
- Experience in building relationships with key stakeholders
- Second Language

This position requires a highly motivated and committed individual who is results-driven and thrives in a dynamic and challenging environment. You will be a team player with a can-do attitude.