

# TRAVEL BEAT

## SALES AND MARKETING

### **NOW RECRUITING**

#### **Account Executive: Culture and Heritage**

TravelBeat is Growing!

Formed in 2015, TravelBeat is a multi-award-winning sales & marketing company that helps organisations and destinations around the world understand the valuable b2b market and how to target it effectively. TravelBeat is proud to call a diverse mix of Destinations, City Passes and some of the biggest brands in Culture, Heritage, Attractions, Live Entertainment and Sports our partners. We work inbound to the UK, North America & Continental Europe.

Owing to our continued growth we have two opportunities available to join our existing small yet perfectly formed team. We're looking for Account Executive Culture & Heritage AND Account Executive Live Entertainment and Sport. If you are looking to build a career in the tourism industry, we want to hear from you!

Our company works hard but we play hard too. We are looking for new colleagues and co-conspirators who are outgoing and enthusiastic, creative, highly motivated and extremely organised. If you're not, stop here.

We're a small team! The ability to work in a busy, small-staff environment whilst wearing many hats at the same time is the key to excelling at TravelBeat. In return, you'll get to show off your skills and grow with us as we take the company forward together.

Educated to degree level, you'll possess strong analytical skills and have the ability to create a quick rapport with people, using strong personal relationship skills in person, in writing and on the phone. You'll have a natural ability to deliver exceptional customer service for our partners. At the same time, you'll be a proficient user of MS Office, particularly Word, Excel and PowerPoint – if they aren't already, they'll become your best friends. You'll also need to be comfortable with some public speaking, sharing ideas and products with multiple stakeholder groups. Using your strong organisational skills, you'll keep our intranet and extranet in good shape and work to keep our ever-growing databases in check, providing administrative support to the Directors when required. You will also implement partners' sales & marketing plans and be responsible for writing client reports to a high level of accuracy. You will ensure maximum awareness and exposure is maintained for our partners. There will be some UK and overseas travel as part of the job – but that's the fun part!

#### **Equality and diversity statement:**

We do not discriminate on the grounds of age, disability, sex, sexual orientation, gender reassignment, gender identity, marriage, civil partnership, pregnancy and maternity, race (including colour and ethnic or national origins), religion or belief.

# TRAVEL BEAT

## SALES AND MARKETING

### **Personal skills and qualities:**

#### **Essential:**

- Ability to manage multiple tasks well
- Excellent time management skills
- Have good written and verbal communication skills and an excellent telephone manner
- Be computer literate with an ability to communicate well by email. You will be provided an Apple Macbook.
- Be proficient in using Microsoft Office applications, in particular Outlook
- Be numerate and with analytical skills
- Have good attention to detail
- Be a team worker and have a positive 'can do' attitude
- Able to work independently
- Customer service experience of 2+ years
- An interest in your chosen focus area (Sports & Entertainment / Culture & Heritage)

#### **Desirable:**

- Experience of working in tourism and/or tourism ticketing
- Experience of working within the MICE sector
- Demonstrable knowledge of a tourism ticketing systems and/or OTAs portals
- Active interest in tourism products
- Second language – in particular French, German, Spanish or Mandarin
- Be proficient in using Microsoft Office applications such as Word and Excel
- Professional experience of 2+ years
- Full UK driving license
- Active passport

### **Top Line Duties & Responsibilities:**

- Planning and executing sales activity plans with a clear focus on achieving our partners' targets
- Working inbound to at least two of the UK, Spain, Germany, Sweden and the USA. Developing and maintaining a great knowledge of the competitor and tour operator landscape for our partners
- Nurturing relationships with existing partners through effective business development and partner relationship management
- Knowing relevant partners' ticketing systems, channel managers and their capabilities inside and out
- Contracting new distribution agents for our partners
- Identifying new opportunities and develop new relationships to drive revenue growth for our partners
- E-marketing and e-mail management
- Copywriting

# TRAVEL BEAT

## SALES AND MARKETING

- Representing TravelBeat partners at international business and networking events
- Selling a wide range of experience products & destinations to the travel trade
- Setting up and attend domestic and international sales calls as partners or the business requires with meeting planning beforehand and follow-up afterward
- Writing and amending press releases on partners' behalf
- Reporting back to partners
- Managing TravelBeat's and TravelBeat's partners' attendance at trade shows including liaising with stand builders, printers and venues
- Facilitating partners' tourism marketing and advertising campaigns
- Benchmarking, competitor analysis and market analysis as required by clients
- Familiarisation trip and other event management
- Other relevant duties, as assigned

### The finer details

**Working hours:** 37.5 hours per week worked flexibly with some evening and weekend work included depending upon the time of year

**Salary:** competitive salary based on experience

**Holidays:** 20 days plus bank holidays and our Christmas shut down 27 – 31 Dec

**Location:** A hybrid of our office in Haywards Heath, your home and being out on the road seeing b2b distribution agents

Have what it takes? Get in touch with a CV and covering letter to [solutions@travelbeat.co.uk](mailto:solutions@travelbeat.co.uk)

***No agencies please.*** We do not accept CVs from agencies.