

JOB DESCRIPTION

NOTE: *This job description does not form part of the employee's contract of employment but is provided for guidance. The precise duties and responsibilities of any job may be expected to change over time. Job Holders should be consulted over any proposed changes to this job description before implementation.*

1. JOB TITLE: Sales Officer (Sports and Events)

2. REPORTS TO: Sales Co-ordinator, Business Services, Estates, Planning & Services

3. PURPOSE: To respond to enquiries and administer the sale, booking, invoicing and delivery of successful events. To work within departmental sales and operational plans to achieve income targets.

4. PRINCIPAL ACCOUNTABILITIES:

- 1) To deal with all customer enquiries in a professional manner and within set guidelines, demonstrating sound knowledge of all aspects of the products on offer. Facilitate the transformation of all enquiries into confirmed sales.
- 2) To undertake the administration of all sales on related bookings/sales using software and management information systems.
- 3) To ensure that each stage of a sale is completed in a timely and accurate manner including: preparation of quotations, confirmation of requirements, issuing of contracts and invoices, service delivery and payment collection.
- 4) To follow financial procedures for all Sales, including issuing cost estimates, quotations and invoices, monitoring and recording payment, notifying outstanding debts.
- 5) To be conversant with the products and services offered by all other sections in Business Services and support cross-selling and joint marketing initiatives.
- 6) To provide timely and accurate information to other University service providers or contractors to co-ordinate clients' requirements, in line with departmental guidelines. Be conversant with any service level agreements/standards of procedures, resolve minor deficiencies and notify line management of any areas that require improvement. On occasion to attend venues in advance of events to check that the customer's specifications have been met.

- 7) To arrange and conduct client visits, tours and viewings of the facilities and services.
- 8) To assist the Sales Co-ordinator to seek and build ongoing relationships with clients in order to sell services in line with the departmental Sales and Marketing operational plan and budget targets. To assist with ongoing market research and analysis
- 9) To represent the University at marketing events, road shows and exhibitions as and when required by the Sales Co-ordinator.
- 10) To undertake any other duties as appropriate and within the post holder's competence as directed by their line manager.

5. CONTEXT:

The Business Services sales team prime responsibility to generate commercial income from summer accommodation, venue hire and sports facilities within the overall aims and objectives of the University.

The department is sales focused and the team will strive to achieve and exceed the targets they are set. Interaction and effective liaison with many other University departments is paramount to the success of the overall department.

Sales Officers provide frontline customer service to a high standard, with excellent customer care and organisational skills. Customers include a wide variety of external organisations, internal departments and individuals. Sales Officers are required to respond to enquiries from other areas of the business with a specialisation in Sports facilities and an understanding of events and venue hire bookings, summer accommodation.

The Sales Officer – Sports and Events has specialised knowledge and a keen interest in the needs of clients hiring sports and social/event space. They will assist with the achievement of sales growth in an area identified as having significant potential. The larger part of the week is based with the Sales Team in central London and will assist with conferencing at our central sites. On 1-2 days per week the Sales Officer joins the team at Chiswick where the post holder works closely with our professional sports staff developing a sound awareness of practical service delivery.

It is a largely reactive sales role responding to incoming enquiries by phone and email and repeat client bookings, requiring strong account management and administration skills, with some elements of proactive sales and identifying opportunities to increase bookings.

6. DIMENSIONS:

Sales Officers are part of a team led by a Sales Co-ordinator who reports to the Sales Manager. Under their direction, Sales Officers will implement the Sales and Marketing operational plans, demonstrating a clear commitment to achieving or exceeding the budget targets they are given. These will form part of the circa £3million target for all commercial activities. Sales Officers have no expenditure budget responsibilities.

Effective liaison and teamwork is essential both within the department and the wider team of service delivery staff at several venues in central London, Harrow and Chiswick. The role will involve some travelling between various University sites.

7. OTHER:

The post holder will work 35 hours a week but, at busy times, there is a requirement to work on a more flexible time table. There will be a regular requirement to work in the evenings and at weekends, in which case time in lieu is offered during weekdays. The post holder may also be required to be based primarily at Chiswick sports grounds if their specialist sales area is sports.

PREPARED BY: Kirsty Gray

DATE: March 2015

Revised in: August 2017

PERSON SPECIFICATION

This describes the knowledge, skills and experience required to perform the role effectively.

	Essential	Desirable
Qualifications	<p>GCSE or equivalent in core subjects</p> <p>Evidence of good literacy & numeracy</p>	<p>Post GCSE qualifications in business administration, sales and/or marketing</p>
Training and Experience	<p>Sales, customer care and service experience in commercial or/and academic environment</p> <p>Knowledge of relevant sales/administration packages & internet sales</p> <p>Good working knowledge of core product(s)</p> <p>Computer literacy with word processing, Excel & Access at intermediate level.</p>	<p>Directly relevant work experience</p> <p>Credit control and budgetary experience</p>
Aptitudes and Abilities	<p>Evidence of skill in sales conversions and customer retention</p> <p>Customer care skills</p> <p>Ability to work to tight deadlines</p> <p>Ability to work within a team and on own initiative</p> <p>Ability to organise own workload</p> <p>Good interpersonal and communication skills</p>	<p>Negotiating skills</p> <p>Understanding of the needs of clients hiring sports and social/events space</p>

Personal Attributes	Flexible and positive approach to day-to-day operations Tact, diplomacy and patience.	Resourcefulness and willingness to adapt to change.
--------------------------------	--	---