**Management Group:** Parks, Outdoor space & Leisure   
**Department/Section:** Hall Place & Gardens   
**Job Title:** Sales & Marketing officer  
**Reports to:** Commercial Manager (Hall Place)   
**Grade:** Bexley12

### Purpose of the job

To increase commercial income by maximising on Hall Place & Gardens potential as a prime wedding & event venue, providing excellent customer service throughout all visitor and client experiences, while promoting existing and introducing new innovative opportunities

Nurture any potential clients, from initial contact to event day, offering an excellent customer service experience and ensuring any contract, admin and finance processes are in place and form part of the overall experience for the client and maintain a strong reputation for the venue.

Work professionally and effectively in a job share capacity, ensuring smooth communication between colleagues and clients on all matters.

### Principal accountabilities

**Strategy**

Develop and build on a clear and workable venue led sales and marketing strategy, focusing on the weddings and event functions business to maximise and increase the site occupancy rates. The strategy will need to contain sales focused tools and techniques and plans that convert initial interest into customers.

**Direction**

Become part of the Hall Place team, with a focus on implementing sales strategies and increasing sales opportunities and leading in the conversion from enquiry to booking.

Arrange and deliver a variety of viewing and communication platforms for potential clients to include availability for 121 viewings, open evenings and showcase days offering the maximum opportunities to visit the site, discuss requirements and secure bookings.

Ensure that unique event plans are developed in consultation with the wider internal team and workable timescales to the sooth event preparation and delivery.

**Implementation**

Being able to implement all processes that will capture the market, from digital marketing to on site sales and client viewing appointments, social media interaction and event delivery where required.

Track data to ensure a return on investment on all marketing channels adopted, monitoring the data available from venue websites and promotional opportunities in order to react and further adapt the strategy and design specific marketing campaigns. Regularly update all online marketing websites with new information, images and testimonials

Develop and manage an income pipeline overview to manage and cultivate any ongoing enquiries and measure key performance indicators on the conversion of booking enquiries Network with the wider wedding industry and visitor attraction/cultural organisations to broaden our visibility, primarily with a strong focus on the weddings business and income driving activities. Investigate any partnership opportunities with local hotels, wedding suppliers and Bexley registrars to broaden our offer.

Developing new products and a product lifecycle plan to sustain the business, adapting to new market trends and engaging with a wider audience

**Organisational Control and Development**

To keep under review and develop the structures, procedures and working methods for which the post holder is responsible to ensure an integrated, effective and efficient approach to the delivery of services.

To ensure that working practices and processes are developed that maximise the use of new technology to ensure efficient and effective delivery of services to clients.

Ensure a full understanding of the products available by the entire team, undergoing training where required, including a base knowledge of the additional suppliers required to create the perfect event, in order to show confidence in the product and upsell and adapt to individual client needs.

Track data to ensure a return on investment on all marketing channels adopted, monitoring the data available from venue websites and promotional opportunities in order to react and further adapt the strategy and design specific marketing campaigns. Regularly update all online marketing websites with new information, images and testimonials.

Maintain an income pipeline overview to manage and cultivate any ongoing enquiries and measure key performance indicators on the conversion of booking enquiries.

**Staff Management and Development**

1. To ensure that staff are managed and developed, and that effective arrangements are made for the training and development of all staff within the department so as to meet service needs and to provide equality of opportunity for all employees.

**Personal Effectiveness**

1. To deal promptly with all enquiries in the appropriate and professional manner.
2. Provide excellent customer service to all clients.
3. Present professionally at all times and with due consideration to the event/ meeting.
4. Network with the wider wedding industry and visitor attraction/cultural organisations to broaden our visibility, primarily with a strong focus on the weddings business and income driving activities. Investigate any partnership opportunities with local hotels, wedding suppliers and Bexley registrars to broaden our offer.
5. To be fully conversant with relevant statutory provisions and the Council’s constitution, processes and procedures; to develop the full range of managerial and professional skills and knowledge to satisfy the requirements of the post.

## Person Specification

**Management Group:** Parks, Open Spaces and Leisure   
**Department/Section:** Hall Place & Gardens   
**Job Title:** Sales and Marketing officer

**Job Family:** Senior Support Staff

|  |  |  |
| --- | --- | --- |
| Selection Criteria | Essential/Desirable (E/D) | Method of Assessment (see key) |
| (a) Education and formal training  Relevant marketing or business-related qualification  A good standard of general education, with strong written and verbal communication skills | D  E | A/I  A/I |
| (b) Relevant technical experience, knowledge & skills/abilities  Demonstrated ability to apply a range of marketing techniques to increase visibility and generate income.  Proven experience in sales and marketing, preferably within the weddings and heritage, or events sector.  Track record of successfully increasing venue profitability and achieving income or sales targets.  Knowledge of the hospitality, tourism and heritage industries  Strong customer service abilities and a client-focused approach  Excellent communication and interpersonal skills, both written and verbal, with the ability to engage effectively with a wide range of stakeholders.  Skilled in planning and delivering **marketing strategies** aligned with the financial and commercial objectives of Hall Place & Gardens  Able to work both **autonomously and as part of a team**, maintaining a professional and responsive approach.  Flexible and adaptable to changing schedules and demands in a client-led environment  English Language Requirements for Public Sector Workers. Include these criteria where it is an intrinsic and regular part of the role to speak to members of the general public either face-to-face or over the telephone:   * Ability to speak with confidence and accuracy, using accurate sentence structures and vocabulary. * Ability to choose the right kind of vocabulary for the situation in hand without a great deal of hesitation. * Ability to listen to customers and understand their needs. * Ability to tailor your approach to each conversation appropriate to the customer, responding clearly even in complex situations. | E  E  E  D  E  E  E  E  E  E | A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I |
| (c) Other Additional Requirements  Willingness to work flexible hours, including weekend an unsocial hours, in line with bookings, viewings and business demands  Self-motivated, proactive and ambitious mindset  Committed to **collaborative working**, particularly with the Commercial Manager, to ensure consistent client engagement and service delivery | E  E  E | I  I  I |

**KEY:**

I = Interview, A = Application Form, AT = Ability Test, PQ = Personality Questionnaire,

P = Presentation, PE = Practical Exercise, DBS = Disclosure & Barring Service, DL = Driving Licence

Applicants will be assessed against these criteria and the following high-performance indicators throughout the recruitment process.

### High Performance Indicators

|  |  |  |
| --- | --- | --- |
| Values | Behaviours for staff | Behaviours for managers |
| Innovation | I respond flexibly and adapt to changing demands  I am prepared to take managed risks to achieve better outcomes  I ask ‘What if…? to develop fresh thinking and innovative approaches to generate and implement solutions to improve performance and challenge the status quo | I routinely look for innovative and cost-effective ways to improve performance and customer service  I champion change and deal successfully with ambiguity, enabling people to see positive and exciting possibilities for the future  I take calculated risks based on available evidence and my professional judgement to learn and try new things |
| Leadership | I demonstrate a clear sense of purpose and direction, in line with organisational objectives  I am willing to take difficult decisions  My personal actions promote a positive image of Bexley | I take responsibility for my service and for making things happen to make a difference to my service users  I create an environment where staff can thrive and show I value and trust staff, give praise and recognise good work  I inspire, lead and encourage staff to move forward |
| Collaboration | I show respect for others and value contributions from internal and external partners and customers  I recognise the right solution, regardless of who initiated it  I seek out and work with partners who can help me achieve the outcomes and objectives I need to deliver | I encourage the feeling that the team is a collective unit with shared goals  I engage with service partners and other areas of the Bexley organisation to understand the demands on others and seek solutions as One Council  I network internally and externally |
| Listening and Responding | I acknowledge other people’s viewpoints and work with them to find a win-win solution  I prepare and present information anticipating questions and problems  I adapt my style to the audience and their needs, using the most appropriate communication channels | I seek regular service user feedback and review customer data to shape service improvements  I ask staff for ideas on how to improve our service and how I can improve as a manager, listen to them and act on them  I empower staff to make decisions and changes to improve value for money, customer service and productivity |
| Open and Accessible | I see issues from the customer / user perspective  I monitor customer feedback and level of satisfaction with the service they receive, and use this to improve and pre-empt customer needs  I seek to build and maintain positive relationships with customers and partners | I am accessible to my service users, customers, staff and Members  I communicate and share a clear vision for the bigger picture as well as specific service areas  I outline what is expected of individuals and their contribution to the whole, and am consistent in my expectations |
| Impact | I prioritise my activities and resources to focus on those which have the most impact for residents  I take responsibility for making things happen and achieving my objectives  I make decisions and clear recommendations based on my professional opinion and experience, informed by a range of information and evidence | I design services that provide value for money and deliver our outcomes, informed by evidence  I produce, prioritise and adapt plans to meet changing requirements  I set interim goals to achieve notable wins on the way to larger objectives  I deal with poor performance |