



# JOB DESCRIPTION.

<b>JOB TITLE</b>	<b>Trade &amp; Groups Sales Administrator</b>
<b>REPORTS TO</b>	<b>Trade Sales &amp; Marketing Manager</b>
<b>DEPARTMENT</b>	<b>Communications</b>

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## **BACKGROUND**

We celebrate Shakespeare's transformative impact on the world by conducting a radical theatrical experiment. Inspired and informed by the unique historic playing conditions of two beautiful iconic theatres, our diverse programme of work harnesses the power of performance, cultivates intellectual curiosity and excites learning to make Shakespeare accessible for all.

The Communications Department is responsible for:

- looking after the Globe's brand and reputation,
- raising awareness of Shakespeare's Globe and its broad-ranging work across all departments with local, UK and international audiences/markets,
- increasing visitor/audience numbers and audience diversity, and
- driving increased financial yields and revenue from these audiences, and liaison with local resident, business and cultural communities.

## **PURPOSE OF JOB**

- Provide administration support for the Trade Sales & Marketing Manager and additional support to the Sales & Travel Trade team.
- Be a point of contact for customers, groups and travel trade with regards to queries about Shakespeare's Globe products.
- Contribute to the maximisation of revenue to the Guided Tours.

## **PRINCIPAL RESPONSIBILITIES**

### **Administration**

- Ensure guided tour gift experience bookings are completed to a consistently high standard when booking on to Tessitura (customer relationship and booking system) and liaising with the Swan reservation team.
- Process and record all bookings and customer service issues in Tessitura (our customer relationship system) and conform to general data protection regulations.
- Inputting data of new clients and group booking organisers on to Tessitura after trade events.
- Complete monthly reporting on guided tour visitor numbers and sales, plus reporting on individual trade clients.
- Maintain files, records and correspondence relating to guided tour bookings.
- Assist with the monitoring of the group bookings phone line and reservations and travel trade inboxes.
- Organise travel and accommodation for sale missions.
- Undertake projects delegated by Trade Sales & Marketing Manager.
- Process payments for groups and gift experience customers.
- Process voucher redemptions and third party payments and communicate all incoming payments to the Finance team.

- Provide Finance team with information and reports on payments from third parties and suppliers.

### **Communications/ Marketing**

- Liaise with individuals, groups, and travel trade including responding to customer queries, explaining the range of products available to customers and ensuring that the Sales & Travel Trade team delivers the appropriate product for the customer.
- Act as a contact for making afternoon tea reservations with the Swan and Shakespeare's Globe for all Shakespeare's Globe gift experience customers and travel trade customers.
- Ensure good communication between customers, Visitor Experience Managers and Sales & Travel Trade team, so each party have received an appropriate brief on bookings or customer service issues.
- Respond to invoice enquiries or a customer complaints.
- Assist in the process of onboarding and maintaining relationships with clients.
- Attend trade shows and group events to promote the guided tour portfolio of products and market Shakespeare's Globe to the wider group market.
- Provide support for key guided tour events and cross-organisational events. Organise and provide support for potential trade clients and group travel organisers to visit Shakespeare's Globe.
- Communicate with the Digital Team with regards to updates to the guided tour pages on Shakespeare's Globe website.
- Review listings on trade websites to make sure the guided tours and afternoon tea are marketed within our brand guidelines, contain the correct information and showcase products to their full potential.
- Produce marketing packs for trade events and mailings.

### **Additional Responsibilities**

- Process group bookings via the guided tours email inbox and Tessitura, when required.
- Communicate with the Merchandise team on Guided Tour web shop products with regards to updates to products, special offers and customer information.
- Oversee the transition of Shakespeare's Globe gift experience sales on to TNEW (online e-commerce platform of Tessitura).
- Collate lists on Tessitura from our existing database and organise Wordfly emails with Digital Team to provide further information on our products and services.
- Attend monthly Sales & Travel Trade meetings.

### **PERSON SPECIFICATION**

- Proven customer service experience gained in a box office, tourist attraction, admission department or similar environment.
- Experience of working within a tourist attraction with groups and travel trade.
- Proven administrative experience.
- A proactive and customer-focused approach ensuring high standards of service delivery.
- Good organisational and administrative skills with the proven ability to meet deadlines and maintain accuracy.
- Good communication skills with the ability to deal effectively with people at all levels and maintain confidentiality.
- Experience of working with Tessitura or similar Data Management or Ticketing software.
- A competent Microsoft Office user.
- Experience of working as a supportive team member

### **RECRUITMENT INFORMATION AND TERMS AND CONDITIONS**

#### **Full Time / Permanent**

[A full set of terms and conditions will be supplied with a contract of employment]

**Hours:** 35 hours per week exclusive of lunch breaks. Additional hours at evenings and weekends may be required for which time in lieu may be granted. There are no extra payments for additional hours worked.

**Salary:** £22,000 per annum

**Holiday:** The annual holiday leave is 25 days per calendar year plus Bank Holidays.

**Benefits:** Discount in the Globe shop and onsite restaurants/cafes; free entry to selected Education events; access to our free employee assistance programme via phone line and website; season ticket loans available; eye test scheme; childcare vouchers scheme; SGT will auto-enrol eligible staff into a pension scheme, with required employer contributions.

**This job description is not a contract but is provided for an employee's guidance on the way in which the duties of the post are to be carried out. The content of the job description may change from time to time and the employee will be consulted over any substantial changes. As a term of employment you may be required to perform work not specifically mentioned above commensurate with the scope of your role within Shakespeare Globe Trust.**