



# JOB DESCRIPTION.

**JOB TITLE** Travel Trade Executive

**REPORTS TO** Head of Ticketing and Sales

**DEPARTMENT** Ticketing and Sales

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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.

## PURPOSE OF JOB

To develop, engage and grow our relationships with travel trade partners. Marketing and packaging the work of Shakespeare's Globe to ensure we are maximizing visibility in the travel trade/group market to drive and increase revenue.

## PRINCIPAL RESPONSIBILITIES

- To promote all activity of Shakespeare's Globe to the Travel Trade and Group Market.
- Ensure good communication between departments, external partners and ticketing and sales team.
- To grow travel trade business for the organisation by developing and nurturing relationships.
- To be the main point of contact for Travel trade companies answering all enquiries ensuring that these are dealt with promptly and efficiently.
- Building relationships and maintaining regular communication with our partners
- To attend travel trade shows, conferences and host familiarisation events to market and sell Shakespeare's Globe.
- Produce and update digital and print marketing materials for travel trade and groups.
- Manage and update third party portals with inventory and reconciliation.
- Review listings on trade websites and third-party platforms to ensure content is correct and displays the products to their full potential.
- Work with the Audiences team, across design, campaigns, social media, website, CRM and digital content, to market and develop campaigns to promote the activity of Shakespeare's Globe.
- Work with The Swan to package and sell their products with ours.
- Update and review travel trade details and information on Tessitura.
- Ensure Travel trade/ third parties are invoiced monthly. Working with the finance team to monitor payments.
- Monitor, review and present sales updates

- Update the ticketing and sales/audience team on relationships, promotions and activity with travel trade and groups.
- Be flexible and adaptable in the undertaking of any other related duties.
- To be an active and supportive member of the ticketing and sales team.

## PERSON SPECIFICATION

### ESSENTIAL

- Knowledge of the travel trade and group market
- Experience of working within a tourist attraction with travel trade and groups.
- Proven customer service experience gained in a box office, tourist attraction, admission department or similar environment.
- Strong oral and written communication skills with the ability to pay attention to detail and deliver precise information.
- Good organizational and administrative skills with the proven ability to meet deadlines and maintain accuracy.
- Strong team player with an ambition to deliver excellent.
- Excellent interpersonal skills with the ability to form positive relationships with a wide variety of people.
- Ability to work under pressure.
- Hard working and self-motivating.
- Confident and outgoing.

## 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 off in lieu will be granted. There is no extra payment for additional hours worked.
- Salary:** £28,000.00 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 Shakespeare's Globe Exhibition and to selected Globe Education events; season ticket loans available; eye test scheme; childcare vouchers scheme; SGT will auto-enroll 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.**