Sales Executive
YORK CONFERENCES

Closing date: 19 October 2018

Anticipated interview date: 7 November 2018

Anticipated start date: 7 December 2018
Directors Introduction

As a member of the Commercial Services team you will be a key contributor in supporting our section to provide essential income to support the University’s key objectives. The services we provide underpin values that will enhance the ‘student experience’, whilst being profitable and sustainable.

We work in an all-inclusive environment where the word ‘team’ is part of our culture. We provide an excellent benefits package supporting market led terms and conditions of employment. We are committed to Investors in people and this is demonstrated by providing an open door policy giving access to the Management Team from all levels of the organisation.

I wish you well with your application.

Jon Greenwood, Director of Commercial Services

York Conferences

Within the Directorate of Commercial Services, York Conferences are responsible for generating the greatest profit. Over the past four decades our team has grown and developed to meet the needs of the constantly changing conference and events market. Hosting hundreds of day meetings, exhibitions and residential conferences each year; we also offer year round bed and breakfast and summer self-catering lets. Our venues range from the 16th century King’s Manor in the heart of the city through to our new developments on Heslington East campus including the Ron Cooke Hub, designed specifically for engagement between the University and business.
YCL

YCL is a wholly owned subsidiary company of the University of York. YCL was formed in 2012 with the overall aim to deliver a profitable service and provide essential income to the University.

YCL is continuously looking for new ways to support the University. In 2017/18 a new retail store and catering outlet will open for the use of students, staff, visitors and local residents.

There are a number of commercially focussed departments which make up Commercial Services, Catering and Bars, Campus Nursery, York Sport, Design and Print Solutions, York Conferences, Retail Services and support teams including Human Resources Central Administration and Marketing.

YCL was awarded IiP Silver in August 2014.

Benefits Package

- 38 days annual leave including 8 bank holidays (pro rata)
- Pension scheme
- On-site parking
- Concessions rates at York Sport Village and Centre
- 10% off campus NISA supermarkets
- Discount scheme with local restaurants, retail and tradesmen
- Salary sacrifice schemes including cycle to work, childcare vouchers and campus nursery
- Discount scheme with national retailers and services
- Discounted personal postage rates
- Uniform allowance provided

Attractive Place to Work

Centred around the picturesque village of Heslington on the edge of the city of York, the campus offers a wealth of facilities, which includes bars, shops, theatres and concert halls all within easy walking distance.

The University has undergone an unprecedented period of expansion and renewal. Since 2000 we have invested in twenty new buildings on the original campus and have completed the first and second phases of a £750m campus expansion.

During this period of change YCL has also grown to support the larger campus. We have worked hard to retain our friendly, informal atmosphere and believe strongly that work should be an enjoyable place to be.

The University

Founded on principles of excellence equality and opportunity for all, the University of York opened in 1963 with just 230 students. In 2017 it is the centre for almost 16,000 students across 30 academic departments and research centres. In just 50 years we have become one of the world’s leading universities and a member of the prestigious Russell Group.

The City of York

Internationally acclaimed for its rich heritage and historic architecture, York’s bustling streets are filled with visitors from all over the world. Within its medieval walls you will find the iconic gothic Minster, Clifford’s Tower and the Shambles—just a few of many attractions.

But York isn’t just a great place to visit—it’s also a great pace to live and work. While nourishing a vibrant cosmopolitan atmosphere, York still maintains the friendly sense of community unique to a small city.
Salary: £18,424.73 per annum  
Grade: B2  
Hours of work: 37  
Contract type: Open  
Reporting to: Sales Manager  
Location: University of York, Heslington, York, YO10 5DD

**Main purpose of this role**

- To promote and sell the services of YCL’s Conference Office based at the University of York.
- The Sales Executive will bring new business and clients to the Conference Office to expand the business and maximise revenue and profit. The post holder will make the initial contact with potential clients and promote and sell the services of the Conference Office.

**Key responsibilities and duties:**

- To pro-actively identify and pursue new market and business opportunities to maximise revenue and profit.
- Carry out research to gain a clear understanding of client’s industry and requirements to ensure a personal approach is given.
- To promote and sell the business through presentations and pitching at exhibitions and networking events and attend venue site visits as required.
- To undertake a range of sales activities including but not limited to face to face sales, telesales and field sales for all products and services.
- To respond to phone and email enquiries from existing and potential clients and suppliers.
- Build and maintain effective working relationships with all clients, ensuring a friendly approachable attitude is delivered from initial contact with them.
- Act as the main point of contact between York Conferences and clients ensuring all needs and concerns are addressed professionally.
- Negotiating the client’s needs and expectations including price, costs, delivery, specifications to finalise the sale.
- To be responsible for the generation of client proposals, contracts and quotes.
- To utilise and maximise software systems to record client and company data.
- To maintain a high level of product knowledge and keep abreast of development on campus and update clients of new facilities and changes where appropriate.
- To achieve agreed KPI’s relating to sales activity as set by the Sales Manager.
- To contribute to the development of and work to the required quality standards.
- Liaise with team members to inform them of new sales made and any requirements this may have on them.
- To maintain an awareness of health and safety issues.
- To undergo training as appropriate

The above list of duties is not exhaustive and is subject to change. The post holder may be required to undertake other duties within the scope and grading of the post in response to business needs.
# PERSON SPECIFICATION

<table>
<thead>
<tr>
<th>QUALIFICATIONS</th>
<th>ESSENTIAL</th>
<th>DESIRABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• 5 GCSE passes at grade C or above to include English Language and Mathematics or an equivalent qualification or relevant experience</td>
<td>• A relevant professional qualification</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KNOWLEDGE</th>
<th>ESSENTIAL</th>
<th>DESIRABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Demonstrable knowledge of planning and delivering sales pitches.</td>
<td>• Knowledge of the Higher Education Industry</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SKILLS / ABILITIES/ COMPETENCIES</th>
<th>ESSENTIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Effective customer care and interpersonal skills, demonstrating client focus</td>
</tr>
<tr>
<td></td>
<td>• Demonstrable organisation skills with the ability to meet tight deadlines</td>
</tr>
<tr>
<td></td>
<td>• High level of commercial awareness and financial acumen</td>
</tr>
<tr>
<td></td>
<td>• Demonstrable presentation and selling skills.</td>
</tr>
<tr>
<td></td>
<td>• Ability to maintain a professional and friendly approach in pressured situations</td>
</tr>
<tr>
<td></td>
<td>• Ability to adapt sales pitches to meet clients’ needs to give a personal experience.</td>
</tr>
<tr>
<td></td>
<td>• Highly confident and motivated.</td>
</tr>
<tr>
<td></td>
<td>• Ability to set achievable priorities and goals.</td>
</tr>
<tr>
<td></td>
<td>• Effective oral and written communication skills with the ability to build effective working relationships from an early stage.</td>
</tr>
<tr>
<td></td>
<td>• Ability to work as a team, working flexibly with both colleagues and clients.</td>
</tr>
</tbody>
</table>
## PERSON SPECIFICATION

<table>
<thead>
<tr>
<th>ESSENTIAL</th>
<th>DESIRABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EXPERIENCE</strong></td>
<td></td>
</tr>
<tr>
<td>• Substantial experience of working within a proactive commercial sales team environment</td>
<td>• Experience of event management in the hospitality industry.</td>
</tr>
<tr>
<td>• Experience of dealing with customers and providing effective customer care.</td>
<td>• Experience of working within a Higher Education environment.</td>
</tr>
<tr>
<td>• Previous experience of using databases.</td>
<td>• Experience of working to set budgets</td>
</tr>
<tr>
<td>• Extensive experience of using Microsoft Packages including Word, Excel and PowerPoint.</td>
<td></td>
</tr>
<tr>
<td>• Previous experience of cold calling.</td>
<td></td>
</tr>
<tr>
<td>• Experience of producing client proposals, quotes.</td>
<td></td>
</tr>
<tr>
<td>• Proven sales record with evidenced results in achieving sales targets and working to KPI’s.</td>
<td></td>
</tr>
<tr>
<td>• Demonstrable experience of working to a high standard and accuracy.</td>
<td></td>
</tr>
<tr>
<td><strong>PERSONAL ATTRIBUTES</strong></td>
<td></td>
</tr>
<tr>
<td>• Friendly and approachable attitude with the ability to adapt to each client’s needs.</td>
<td></td>
</tr>
<tr>
<td>• Commitment to on-going learning and personal development to ensure the role is fulfilled to its full potential.</td>
<td></td>
</tr>
<tr>
<td>• Flexible attitude to work regarding hours of work and the occasional evening and weekend.</td>
<td></td>
</tr>
<tr>
<td>• Flexibility to attend road shows and visit clients with the occasional overnight stay.</td>
<td></td>
</tr>
</tbody>
</table>
How to Apply

Online

• Go to https://jobs.york.ac.uk/ycl
• Find the vacancy using reference 7063
• Complete the online application form

You will need to submit your application by midnight (GMT) 19 October 2018

What will I need?

We will ask you for:

• Personal details
• Your employment history
• Relevant qualifications
• Contact details for two referees

You will need to be ready to show us how you meet the requirement of the job, either in a written statement and/or by answering questions.

The Company will only recruit individuals who have passed the school leavers age. For further information and confirmation of the school leavers age please visit the City of York Council website

Applicants aged under 18 year of age will only be offered 20 hours a week or less and they must provide evidence that they are in full or part time education/training, or undertaking work based learning such as an apprenticeship.

Help and assistance

Direct queries to ycl-hradmin@york.ac.uk
01904 328413/01904 328424