

# Group Sales Ambassador



Job Description  
Person Specification

October 2018

**Wycombe Swan** is one 12 venues within HQ Theatres & Hospitality's (HQT&H) current portfolio of regional theatres and concert halls. HQT&H currently manages 18 auditoria on behalf of local authorities, with capacities ranging from a 200 seat arts centre to a 2,400 seated/standing theatre. Last year HQT&H programmed a total of 2,354 shows which attracted attendances of over 1.5 million.

HQ Theatres & Hospitality (HQT&H), the UK's second-largest venue operator, is a division of Qdos Entertainment Ltd, one of the largest entertainment Groups in Europe.

As one of the UK's leading regional theatres Wycombe Swan presents a diverse and exciting range of productions throughout the year. This makes for an inspirational working environment and one that attracts many talented and passionate individuals. With a range of opportunities on offer we are always looking for ambitious people to join the team and help us spread the word about the venue and its programme.

- Employment type:** Casual
- Salary:** £7.38 / £7.83 per hour plus bonuses.
- Hours:** Approx. 10 - 20 hours per week.  
Flexible to fit around school hours, school holidays, family commitments.
- Work location:** You will travel to meet prospective clients across High Wycombe and Buckinghamshire, with monthly meetings at the Wycombe Swan, High Wycombe. Travel expenses will be reimbursed.
- Purpose of the role:** You will build a network of clients who book group tickets to theatre shows at the Wycombe Swan, using your sales and social skills to identify new prospects and nurture existing customers through a personal approach.
- Our ideal candidate:** A natural networker and self-starter who is comfortable and adept at interacting with people and building effective relationships. You'll know how to identify potential customers within an organization and enjoy getting to know them and recommending appropriate shows for them to visit. You'll have a genuine desire to engage with all strands of our local and wider community and be driven to beat targets.
- Closing date:** 22<sup>nd</sup> October 2018
- How to apply:** Send your CV and a covering letter to [admin@wycombeswan.co.uk](mailto:admin@wycombeswan.co.uk). Tell us why you think you are suited to this role, why it interests you and how we'll benefit from having you on board.

**REPORTING**

You will report to Wycombe Swan's Group Sales Supervisor.

**PURPOSE**

The Group Sales Ambassador will build a network of clients who book group tickets to shows at the Wycombe Swan, using your sales and social skills to identify new prospects and nurture existing customers through a personal approach. You will combine Wycombe Swan's existing database with your own connections and research to find prospects in the local area who are interested in making group bookings (schools, WI, U3A, etc). You'll speak to these individuals on the phone and in person to discuss their needs and develop productive relationships which drive ticket sales for the theatre.

**KEY ACCOUNTABILITIES****STRATEGIC**

- Manage key external relationships with groups and school bookers.
- Research, identify and develop new group bookers for both private and corporate business and establish an ongoing relationship with them.
- Proactively generate leads through outbound telephone calls, visits and attending events.
- Identify and attend any networking events as directed by the Marketing & Sales Manager, Education & Community Manager with an objective of promoting the venue to groups.
- Meet group and schools sales targets as set by the Marketing & Sales Manager and review on a monthly basis.
- Analyse data in order to develop target lists and relevant content offers for existing and new group bookers to support the Venue Business Plan.
- Liaise with the Community and Education Manager regarding potential leads for new school business.

**OPERATIONS**

- Keep abreast of all Wycombe Swan's information and activity, including performances and hospitality events.
- Ensure accurate data is collected from customers is recorded in a consistent manner and kept up to date within the context of the Company's Data Protection policy and venue guidelines.
- Adhere to all Company and venue Health and Safety policies and practices as required and instructed.
- Undertake training and development relevant to the successful execution of the job role.

**Other Responsibilities**

- Dress in accordance with Company uniform policy and as required for the successful execution of the job role, including wearing protective clothing where issued and instructed.
- At all times, act as an ambassador for the venue and HQT&H.

This Job Description is not an exhaustive description of your duties. You will be required to adopt a flexible approach to your role and responsibilities. In particular, from time to time, you may be required to undertake such alternative or additional duties as may be commensurate with your skills, experience and capabilities.

## **PERSON SPECIFICATION**

In order to be considered for this post you will need to evidence and demonstrate:

### **Experience**

- Experience in sales or customer service is essential.
- A car owner and driver, willing to drive for work.

### **Skills**

- The ability to build relationships quickly and effectively in order to secure business.
- The ability to negotiate and influence whilst always ensuring customer needs are met.
- The ability to communicate effectively across multiple levels with sensitivity and discretion.
- Excellent written and verbal communication abilities in dealing with colleagues, the public, stakeholders and industry colleagues.
- Self-motivated and able to work effectively independently and as part of a busy team.
- Able to operate in a calm, courteous and professional manner, particularly when under pressure.

### **Knowledge**

- A knowledge of and proven interest in events, music and theatre.
- A good knowledge of the local area; High Wycombe, Gerrards Cross, Marlow, Beaconsfield, Amersham, Maidenhead, Thame, Aylesbury, Chesham.

### **Attitude**

- A strong customer service focus and a genuine desire to deliver an excellent experience.
- A 'can-do' attitude and a willingness to 'go the extra mile'.
- A positive, flexible approach to the job role, work colleagues and peers.
- A presentable, professional and approachable manner.
- Willing to undertake training, learning and development relevant to the job role.
- Willing to conform to dress code.

### **Desirable**

- Previous experience of working in a theatre or live entertainment environment.
- Previous experience selling to schools, U3As, community groups or similar.