



## JOB DESCRIPTION

<b>ROLE:</b>	Research & Sales Support Executive
<b>DEPARTMENT:</b>	Sales & Marketing
<b>REPORTS TO:</b>	Sales Manager
<b>DURATION:</b>	Permanent Post

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### **Main Purpose of Job:**

As part of the Belfast Waterfront and Ulster Hall (BWUHs) sales team, you are to ensure that the customers' expectation and experience of BWUH is exceeded through the right balance between value for money and the provision of excellent customer service.

To be responsible to the Sales Manager for the provision of an effective research and sales support service and to engage in pro-active telesales and direct mail activities.

To be responsible for the maintenance and utilisation of customer databases providing relevant management information as requested.

To be able to work flexibly across the two venues of BWUHs to ensure the necessary high standards of service delivery are achieved.

### **Summary of responsibilities & personal duties:**

- To research and generate potential conference and events clients, local, national and international for BWUHs In accordance with the BWUH Strategy and Business Plan.
- To maintain BWUHs client database for use by the conference and business sales staff, and to develop, manage and maintain this system as a tool of information and communication, and to advise on the future developments of this system.
- To identify suitable clients for personal visits with a view to attracting new business and assist in the setting up of client appointments and field sale visits for the conference and business sales staff.
- To co-ordinate the arrangements for sales visits to BWUHs facilities by conference and business clients.
- To carry out various conference, exhibition and events research related projects as directed.
- To assist in the identification and development of potential new business/events to target in line with the BWUH Strategy and Business Plan.



- To provide an effective research service for the Sales and Marketing section.
- To provide as directed a sales support service.
- To provide the Sales and Marketing Director with accurate and up-to-date statistics and management information with regard to the section's performance and monitor and maintain such records and information.
- To maintain a database of business events held at comparable venues.
- To develop and maintain quality systems for correspondence and documentation to ensure that customers receive consistent professional services at all times.
- To make maximum use of the Venue Event Management System and other external information systems in order to continually expand, manage and maintain the existing client and customer database.
- To participate in appropriate and relevant induction and in-service training and in the induction and support of all newly appointed staff.
- To act in accordance with the BWUHs policies and procedures including customer care, equal opportunities, health and safety and any pertinent legislation.
- To undertake duties in such a way as to enhance and protect the reputation and public profile of the BWUHs.
- To undertake such other relevant duties as may from time to time be required.



# Person Specification

## Essential Criteria:

### Qualifications

A minimum of 5 GCSE's (Grade A-C) including English or equivalent qualifications.

### Experience:

Applicants must, as at the closing date for receipt of application forms be able to demonstrate in the boxes below by providing personal and specific examples; at least one year's relevant work experience in at least four of the following six areas, two of which must include point a) and point b):

- a) researching and identifying business opportunities in line with overall business objectives;
- b) the use and maintenance of databases and other computerised systems;
- c) sales and marketing activities including selling or promotion, by telephone or email, of services or products;
- d) working with a range of internal and external customers
- e) assisting with the co-ordination of events; and
- f) the collation and analysis of performance information

## Shortlisting Criteria:

In addition to the above qualifications and experience, Belfast Waterfront & Ulster Hall Ltd reserves the right to shortlist only those applicants who as at the closing date for receipt of application forms:

- In the first instance, can demonstrate by providing personal and specific examples on their application form, at least one year's relevant work experience in each of the above areas (a-f).
- In the second instance, can demonstrate by providing personal and specific examples on their application form, at least two years' relevant work experience in each of the above areas (a-f).
- In the third instance, can demonstrate by providing personal specific examples on their application form, at least one year's relevant work experience within an entertainment or conference venue.



## Skills and attributes:

Applicants must have proven organisational ability, good oral and written communications skills and possess drive and enthusiasm. In addition, applicants should be computer literate, with good knowledge of database and spreadsheet packages.

Applicants must be able to demonstrate evidence they possess the following skills and attributes:

**Team working:** The ability to demonstrate a track record of effective team working.

**Analysis and decision making:** The ability to make decisions that will have an effect on the service and which contribute to successful outcomes.

**Work planning and organisation management:** Effective planning skills including prioritisation of work and planning to meet targets.

**Customer care:** An awareness of the importance of responding to the needs of both internal and external customers.

**Communication:** excellent written and oral with the ability to deal at all levels with customers and potential customers.

**Information Technology:** Good working knowledge and the ability to effectively use office programmes including, word, spreadsheets and databases

## To Apply:

To apply for this post, please download and complete an application form and submit to:

hrinbox@waterfront.co.uk or by post to; HR Team, Ulster Hall, 34 Bedford Street, Belfast BT2 7FF.

Closing date for applications is **Monday 28 August 2017 at 4pm.**

Please note that it is the applicants' responsibility to ensure that application form and Monitoring Form are submitted by this closing date and time.

### Short-listing and interview dates

It is envisaged that the short-listing will take place week commencing 28 August 2017. Interviews will be held week commencing 4 September 2017.

Belfast Waterfront & Ulster Hall will make all reasonable efforts to accommodate applicants who are unavailable on the specified interview date but it is under no obligation to do so.