



J O B D E S C R I P T I O N

JOB TITLE:	Sales Researcher
LOCATION:	Blackpool Winter Gardens
RESPONSIBLE TO:	Sales Manager
RESPONSIBLE FOR:	Conference and Events Research and Administration Support

Blackpool Entertainment Company Limited (BECL) is a wholly owned arm's length management organisation and was formed in June 2014 to manage and operate the Winter Gardens on behalf of Blackpool Council

The Blackpool Conference and Exhibition Centre will open in 2020 and will be a purpose built centre with state of the art facilities for the 21st Century located adjacent to Leopold Grove within the Winter Gardens complex

Main Purpose of Job

Research and identify key markets and working with the Sales Team create an action plan to exploit these areas. Outwardly sell the Winter Gardens Complex to ensure maximum profitability and efficiency in line with business objectives.

Duties

- To research and qualify potential leads using various channels to gain information
- To send out information as introduction to Company standard
- To ensure that all clients contacted are followed up by telephone and database updated
- To ensure that all data is maintained to Company policy
- To make appointments for site visits for the Conference & Event Sales Manager and Special Events Manager where appropriate
- To work through monthly projects and feedback results
- To build rapport and ongoing relationships maintaining contact with potential conference bookers
- Monitor collateral ensuring re-orders are made in timely fashion
- To keep updated on all social media communications
- Assist with preparation of Schedules in readiness for issuing to Venue
- To liaise with other Departments to ensure smooth running of events

Essential

Experience in the Conference and Events field

Excellent professional telephone skills

Experience of researching/cold calling

Ability to multi task and manage workload

Understanding event terminology to ensure correct messages are translated to client and vice versa

Good administrative skills with excellent written skills

Able to work on own initiative

Able to work to deadlines

Desire to learn and willingness to adapt to change

Desired

Potential to develop into a more customer facing sales role

Qualifications in Hospitality Management

Good understanding of Microsoft Suite

Review arrangements:

This job information cannot be all encompassing. It is inevitable over time that the emphasis of the job will change without changing the general character of the job or the level of duties and responsibilities entailed. This information may be periodically reviewed, revised and updated in consultation with the post holder to reflect appropriate changes.

Equal Opportunities:

We do our utmost to ensure that there is no unjustified discrimination in the recruitment, retention, training and development of staff on the basis of their age, sexuality, religion or belief, race, gender or disabilities.