# POST TITLE: Partnership & Sales Executive

# POST NO:

# GRADE: Grade 8

Job evaluation ref: N9732

# LOCATION: Millennium Complex, Durham. However you may be required to work from any Council workplace within County Durham.

# RELEVANT TO THIS POST:

**Flexible Working:** Subject to service needs the council’s flexible working policy is applicable to this post. The post holder may be required to work outside of normal hours.

# ORGANISATIONAL RELATIONSHIPS

The post holder will report to the Partnership and Commercial Manager.

# DESCRIPTION OF ROLE

Reporting to the Partnership and Commercial Manager the post holder will be directly responsible for the following functions:

* Take a lead role in achieving team sales targets by maximising opportunities to sell the partnership offer, marketing and other commercial opportunities to partners
* Plan, coordinate and execute activity to recruit and retain partners
* Support and deliver an annual programme of activity to support the sector and engage partners in VCD’s work.

**8. DUTIES AND RESPONSIBILITIES SPECIFIC TO THIS POST**

* To take a lead role selling the full range of services provided by Visit County Durham and its partners including marketing services, advertising opportunities, quality schemes and training programmes.
* Pro-actively sell products to new and existing partners to achieve and exceed monthly and annual targets, maximising new business opportunities within defined markets.
* To work closely with all Visit County Durham teams to maximise opportunities, acting as a point of contact on sales and partnership matters both internally for all Visit County Durham staff and externally for partners.
* To identify, develop and deliver training programmes and development opportunities relevant to the tourism sector.
* Working with the Partnership Team build and maintain relationships with partners by account managing and nurturing key partners and providing support to other partners as required.
* Support the growth of partnership income levels and relevant income generating opportunities.
* Organise and deliver partner events including conferences, networking events and quality awards.
* To use the CRM system to manage the partnership database reporting back on key partner personnel changes and to establish and implement monitoring systems to ensure all partner activity is recorded.
* Maintain up-to-date contacts with tourism businesses and other stakeholders and partners to help deliver the company’s communications strategy.
* To represent Visit County Durham in networks and at forums as appropriate within Durham, to raise the profile of Visit County Durham and its partnership offer.
* To undertake partnership administration as relevant to the role including maintaining status records.
* To support the production of regular reports showing the results of partnership recruitment, retention, and non renewals.
* In liaison with the team contribute to the annual activity and financial plans to deliver against both commercial and social objectives, ensuring clear prioritisation of energy and resource.
* To contribute and prepare research and evaluation reports on impact against targets.
* To support the work of the team by assisting with projects and activity as required and as directed by the Line Manager.

**9. COMMON DUTIES AND RESPONSIBILITIES:**

9.1 **Quality Assurance**

To set, monitor and evaluate standards at individual, team performance and service quality so that the user and the Service’s requirements are met and that the highest standards are maintained.

To establish and monitor appropriate procedures to ensure that quality data are reported and used in decision making processes and to demonstrate through behaviour and actions a firm commitment to data security and confidentiality as appropriate.

9.2 **Communication**

To establish and manage the team communications systems ensuring that the Service’s procedures, policies, strategies and objectives are effectively communicated to all team members.

9.3 **Professional Practice**

To ensure that professional practice in the team is carried out to the highest standards and developed in line with the Service’s stated objectives of continual improvement in quality of its service to internal and external customers.

9.4 **Health and Safety**

Manage health and safety in their area of responsibility in accordance with the relevant section(s) of the Corporate/Service Health and Safety Policy and to ensure that the Health and Safety policy, organisation arrangements and procedures as they relate to areas, activities and personnel under your control are understood, implemented and monitored.

9.5 **General Management (where applicable)**

To provide vision and leadership to staff within a specialist team, ensuring that effective systems are in place for workload allocation and management, the application of the Authority’s and the Service’s policies and procedures, including those relating to equality, supervision and appraisal and all aspects of their performance, personal development, health and welfare.

9.6 **Financial Management (where applicable)**

To manage a designated budget (as required) ensuring that the Service achieves value for money in all circumstances through the monitoring and control of expenditure and the early identification of any financial irregularity.

9.7 **Appraisal**

All employees will receive appraisals and it is the responsibility of each employee to follow guidance on the appraisal process.

9.8 **Equality and Diversity**

As an organisation we are committed to promoting a just society that gives everyone an equal chance to learn, work and live free from discrimination and prejudice.  To ensure our commitment is put into practice we have an equality policy which includes responsibility for all employees to eliminate unfair and unlawful discrimination, advance equality of opportunity for all and foster good relations.

       These policies apply to all employees of Durham County Council.

9.9 **Confidentiality**

All employees are required to undertake that they will not divulge to anyone personal and/or confidential information to which they may have access during the course of their work unless it is permitted for the purposes of their role, they have explicit consent from the person concerned or exceptions governed by legislation.

All employees must be aware that they have explicit responsibility for the confidentiality and security of information received and imported in the course of work and using Council information assets. The Council has a Personal Information Security Policy in place.

9.10 **Induction**

The Council has in place an induction programme designed to help new employees to become effective in their roles and to find their way in the organisation.

**PERSON SPECIFICATION – Partnership & Sales Executive (Grade 8)**

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|  | **Essential** | **Desirable** | **Method of Assessment** |
| **Qualification** | * Post A-level qualification in one of the following: sales, business development, tourism, destination management | * Educated to Degree level or equivalent in a relevant subject * Evidence of continuous personal and professional development | * Application form * Selection Process * Pre-employment checks |
| **Experience** | * Significant experience of working in a sales role or related role such as membership services * Experience of successfully selling services to a wide range and size of businesses * Experience of maximising sales for a company’s service * Experience of working in a target driven environment * Experience of gathering, inputting and using data to support a partnership role * Experience of organising events and training programmes * Proven ability to take ownership and deliver results * Ability to initiate and direct projects * Experience of successfully managing relationships with a wide range and size of businesses * Experience of building and maintaining networks and of operating within established networks * Experience of handling challenging interpersonal situations and emerging from them with positive results * Experience of gathering, inputting and using data to support a partnership building role | * Direct experience of the tourism sector * An understanding of the visitor economy and the importance of the industry to County Durham’s economy. | * Application form * Selection Process * Pre-employment checks |
| **Skills/knowledge** | * Proven sales, negotiation and influencing skills * Knowledge of how to add value to the customer through up selling and cross selling * Strong report writing, business skills and financial acumen * Have excellent communication skills – oral, written and presentation, complemented by diplomacy * Knowledge of service standards and how to use standards in day to day activity * Knowledge of techniques to motivate partners to achieve targets and common goals * Ability to network and quickly build rapport with people * Strong IT skills – including CRM systems, social media and digital platforms | * Knowledge of how a tourism destination works including the independencies of the public and private sectors * A good understanding and enthusiasm for the tourism product in Durham | * Application form * Selection Process * Pre-employment checks * Interview test |
| **Personal Qualities** | * Partnership worker able to work effectively with senior staff in other organisations at the local, regional and national levels * Excellent communicator * Effective time manager * Ability to work calmly and effectively under pressure, react quickly, and meet tight deadlines * Have the confidence and determination to pursue leads, overcome obstacles and secure deals * Flexible approach to work * Commitment to the provision of a quality service * Enthusiastic self-starter * Access to a car or means of mobility support (if driving then must have a current valid driving licence and appropriate insurance). * May be required to work outside of normal office hours and travel outside of the county/region * Organised approach to work. |  | * Application form * Selection Process * Pre-employment checks |