

LEEDS CASTLE
DESIGNED TO ENTERTAIN & AMAZE
BUSINESS DEVELOPMENT EXECUTIVE
Role Profile & Job Description



LEEDS CASTLE

JOB DESCRIPTION

JOB TITLE:	Business Development Executive
REPORTS TO:	Sales Manager
RESPONSIBLE FOR:	Proactive sales and promotion of hospitality, travel trade and filming at Leeds Castle.
DEPARTMENT:	Commercial Operations Department

LOCATION	Leeds Castle is a stunning, 900-year-old moated castle, set in 500 acres of Grade II listed parkland, situated in the beautiful Kent countryside. The Castle has been open to the public through the Leeds Castle Foundation since 1974 and continues her story as a glamorous retreat and popular visitor attraction.
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PURPOSE	To help maximise the commercial potential of Leeds Castle through sales and promotion of hospitality events, travel trade, accommodation and filming and to support the sales team in reactive selling.
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KEY TASKS

- Support the Sales Manager on the research, booking and planning of Exhibitions, Showcases and fam trips across MICE, weddings, private events, travel trade and filming.
- Pre-planning for promotional events to include, booking of the event, working with Marketing on collateral required, stand design and set up, researching attendees and pre-booking of appointments.
- Represent Leeds Castle at external exhibitions, trade shows and networking events and at on-site showcases and fam trips
- Planning 'follow ups' with clients, sending information or proposals and input of data on to systems.
- Proactively set up meetings with new and existing clients and regular follow ups with clients on the database.
- Grow partnerships with local businesses, such as hotels and universities, to promote Leeds Castle and encourage good working relationships.

- Support the Sales Team by responding to enquiries.
- Support the Sales Team on larger enquiries or with key clients.
- Supporting with conducting site visits, including on weekends.
- Produce regular reports on enquiries, sales and income.
- Implement feedback questionnaires, review and collate negative and positive feedback from guests through direct emails and online review platforms, responding as appropriate.
- To be responsible for the investigation, response and resolution of customer complaints.
- Configuring and updating the computer system including rate templates and contractual notes.
- To work with the Sales Manager on special offers, new packages for both hospitality and travel trade and designing and planning new dine and sleep events.
- Support the delivery of a seamless customer experience across commercial events in line with the Leeds Castle spirit of place.
- Research key industry trends and keep up to date with best practice.
- Support the Marketing Team in the delivery of relevant campaigns and activity, providing content as required.

CORE ACCOUNTABILITIES

- Ensure income targets and KPI's are met for both hospitality events and travel trade.
- To promote and proactively sell hospitality, travel trade, accommodation and filming at Leeds Castle.
- Monitor positive and negative feedback and report back on any necessary improvements or changes to be made.
- To support the sales team in achieving their KPI's
- Follow Company regulations in Health & Safety and maintain a safe working environment.
- To ensure personal standards of presentation, performance and attendance beyond reproach at all times.

SKILLS, KNOWLEDGE, EXPERIENCE

- At least 3 years with proactive sales experience in commercial events.
- A good industry knowledge of travel trade, hospitality and accommodation.
- High attention to detail and passionate about delivering 5* service.
- Excellent communication skills and able to build a strong workplace culture.
- Organisational skills with the ability to plan, prioritise and work quickly, ensuring deadlines are met.
- A good team player and strong advocate for the business.
- Please be aware this role will require frequent nights away from home.

In addition to your main areas of responsibility, the values and behaviours that are required from all our people for the successful delivery of our vision and strategy are summarised below:

VISION	To be the South's top heritage destination for relaxation, hospitality & experiences that surprise & delight
VALUES:	
	WELCOMING: Everyone is treated as a valued guest
	BEHAVIOUR: We welcome our guests with warmth & the personal touch, going the extra mile to make sure guests have a fabulous experience, while keeping them safe. We are inclusive, welcoming people of all races, genders, ages, sexualities & abilities. We build connections with communities & partner organisations to reach those who experience barriers to visiting.
	SURPRISING: We are a living, breathing heritage site, a place that uses its assets with joy. We look at life through a different lens, seeking surprising hidden stories & new approaches
	BEHAVIOUR: We are curious, think laterally & always look for the Leeds Castle 'twist' to make us stand out. We are agile, flexible & open to change.
	ENDURING: As estate custodians, we understand our assets, think long-term in caring for & improving them & leaving a healthy, positive legacy for future generations.
	BEHAVIOUR: We manage finances for the long-term, investing wisely & monitoring payback. Staff spend charitable funds prudently, always seeking best value. We minimise environmental footprint & work towards net zero carbon emissions. We plan regular maintenance & capital projects to protect our assets, doing the job properly & once. Our decision making is ethical, transparent & has integrity.
NURTURING: We continue the estate tradition of looking after our people & communities.	
BEHAVIOUR: We respect different skills, experience & views. We work as one team, supporting & developing staff, recognising this is a lifestyle, not just a job. We take ownership of challenges & opportunities, successes & failures, always learning from experience. We are a good neighbour & partner, with a positive influence in Kent and beyond.	

All candidates will be recruited against the above criteria regardless of their sex, racial, ethnic or national origin, disability, age, sexuality or responsibilities for dependents. We value a diverse workforce and celebrate our differences

This Job Description is not exhaustive. You should be aware that you may be required to perform other duties as required. By signing this job description, I am in agreement that I will adhere to the duties asked of me.