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| *Sales Executive* |  |
| **Role Description** |  |

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| **Salary:** | | 38k |
| **Location:** | | Work from home with some travel in Ireland and Europe |
| **Line Manager:** | | Report to the CEO |
| **Role Summary:** | | Identify areas of opportunity to increase awareness and generate revenue for An Óige through increased sales. Engage with relevant stakeholders to increase awareness and reservations within all our hostels for international groups, universities, schools, An Gáisce groups, sports activity clubs, corporate groups, conference events and scout groups. Boost brand/organisation recognition by traveling to industry trade fairs and academic institutions to promote each of the hostels. Establish partnerships with relevant tourist organisations and attractions. Reestablish and develop relationships with tour operators and travel agents based domestically and abroad. |
| **Main Duties and Responsibilities** | | |
|  | Develop a strategic business plan to increase awareness and reservations for all An Óige hostels that will lead to increased sales | |
|  | Assist in developing Public Relations and marketing literature specific for each stakeholder group i.e. schools, tours, sports, community, universities, An Gaisce groups etc. | |
|  | Identify new areas of growth and opportunity to increase revenue  Attract groups and events beneficial to the hostel properties especially during low season (conferences, digital nomads, etc) | |
|  | Connect with TY coordinators to promote An Óige and the An Gáísce Programme | |
|  | Attend hospitality and industry trade fairs to promote An Óige. These are specific networking events aimed to educate about facilities and offerings available.  rag weeks in universities and | |
|  | Engage and develop relationships with travel agent/tour operators with the objective to increase the level of domestic and international individuals and groups | |
|  | Work with the hostel teams to create bespoke packages to offer clients and groups | |
|  | Liase closely with the external marketing team to promote An Óige across all relevant  social channels and assist in the creation of marketing campaigns | |
|  | Engage with relevant tourism bodies nationally and regionally creating a collaborative relationship which will increase  awareness for An Óige | |
|  | Create positive relationships and partnerships with key stakeholder associations such as the GAA, Scouts and relevant outdoor activity clubs and organisations, such as Mountaineering Ireland etc. | |
|  | Investigate and develop partnerships with local amenities and tourist attractions with the key objective to be able to offer bespoke experiences for individuals and groups | |
|  | Promote the use of conference rooms for groups. | |
|  | Provide holiday cover for Group reservations agent | |
|  | Help develop promotional strategies to increase bookings and analyse results. Analyse bookings on a regular basis throughout the organisation to determine trends and favourable marketing and promotion strategies. Review results from various booking platforms to determine if effective. | |
|  | Attend meetings when requested, including internal meetings, meetings with the Board, meetings with hostel managers.  Seek ways to improve the way we do things, greater efficiency, lower cost, increased productivity Provide ad-hoc support to the Board when requested  8To be aware of and adhere to the Health and Safety Policy of the Company  To be aware of and adhere to the SOP’s and Quality Management System of the Company | |
|  | Flexibility in relation to duties is a requirement as the role develops in response to the changing needs of the organisation. The above job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position. This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform other job-related duties requested by their supervisor in compliance with legal requirements. | |
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