

Airfield Estate

Sales & Marketing Executive

Reports to: Business Development Lead/Head of Sales, Marketing & Communications

Location: Airfield Estate, Dundrum, Dublin 14

JOB SUMMARY

To deliver specific sales targets for visitor experience admissions, memberships and corporate events.

BACKGROUND

An excellent opportunity has arisen for a **Sales & Marketing Executive** to join the team at Airfield Estate, Dundrum 14.

Reporting directly to the Business Development Lead, the successful candidate must demonstrate a strong sales acumen with a keen focus on winning business and getting results. This role will combine both proactive and reactive sales.

The candidate must have at least 1 year's sales experience within the Irish hospitality/tourism industry.

MAIN RESPONSIBILITIES

- In conjunction with the Business Development Lead, deliver annual budget targets specifically for visitor experience admissions, annual membership and corporate events.
- To attend external corporate/consumer shows with the view of selling and profiling Airfield Estate.
- To create function sheets/event running orders and attend weekly event meetings as required.
- To arrange and carry out external and internal sales appointments with potential clients.
- To deliver actions from pre-set sales strategy and plans for the organisation and ensure all follow up is executed in a timely manner.
- To maintain knowledge of the tourism and hospitality market, competition and customers.
- Create a positive and trusting relationship with all clients and customers.
- To maintain good liaisons and communications with all staff at Airfield Estate.
- Present a positive personal image at all times.
- To ensure feedback from customers is actively solicited.

PERSON SPECIFICATION

- Sales or tourism qualification with a minimum of 1 year's sales experience within the Irish hospitality and tourism industry.
- Proven track record in achieving specific sales targets.
- Team builder with excellent communications skills.
- Proven track record in programming client events.
- Team player who values integrity, inclusiveness, respect and sustainability.
- An ability to bring energy to the organisation.
- Excellent interpersonal skills and an ability to self-motivate in a fast moving, changing and challenging business organisation.
- Excellent written and verbal communication skills.
- Proven competency of Microsoft computer packages.
- Ability to interface effectively with all levels throughout the organisation.
- Detail oriented with the ability to prioritise and meet deadlines.
- Ability to handle multiple projects simultaneously and have an empathy with the outdoors.

APPLICATIONS

Applications should be sent to shauna.morton@airfield.ie by Friday 15th February 2019.