

# HOLYROOD

## DISTILLERY

### Job Profile

**Role:** Admissions and Sales Coordinator

**Reports to:** Retail & Admissions Manager

**Contract/Salary:** £25k pro rata. Flexible working and/or part time hours considered.

Initially recruited as a 12 month fixed-term contract - with possibility to be made permanent.

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#### Summary:

The Admissions and Sales Coordinator will manage booking and visit enquiries, ensuring a commercial focus, exceptional customer experience and a streamlined and consistent approach to group ticketing, travel trade and third party ticketing fulfilment.

The Admissions and Sales Coordinator will also be responsible for other administrative functions in the Brand Home team - including but not limited to: hosting site visits for potential clients, taking responsibility for ensuring up to date content on our 3rd party/partner sites such as Google and Trip Advisor and financial reconciliation of booking transactions.

A high degree of flexibility, prioritisation and attention to detail will be key to this role, alongside passion and exceptional knowledge of our systems, processes and products.

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#### Essential Duties and Responsibilities:

##### Operations

- Primarily responsible for all visitor and ticketing enquiries
- Maximising ticket sales across all areas of the business - individual and group bookings, trade enquiries, private tours.with a commercial focus
- Assisting with any changes and booking amendments as requested/required.
- Managing payments for all group and trade bookings - raising, tracking and reconciling invoices.
- Ensuring relevant information is noted and communicated to the Brand Home team.
- Assist Retail and Admissions Manager in attending trade shows and meetings as required.
- Be able to fulfil primary duties whilst also occasionally working in visitor reception/shop (be trained accordingly)

##### Systems

- Keep up to date with new system developments and functionality
- Amend tour schedule as required to maximise sales opportunities
- Ensure the ticketing system is working efficiently, investigate and assist with troubleshooting issues and report to ticketing system providers for investigation where appropriate

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- Liaise with colleagues regarding the interface between ticket system and website, as necessary.

### **General**

- Actively nurture and build positive relationships with current and prospective visitors and ticketing/travel trade partners.
- Provide excellent customer service to all visitors, groups, travel trade & partners.
- Maintain effective communication and working relationships with colleagues in order to ensure a joined up approach to all ticketing activity.
- Communicate requests and feedback on available experiences programme to allow review, continual development and improvement of programme to meet needs of clients.
- Help to maintain an up to date customer database.
- Flexibility and willingness to assist in any other duties as required

### **Position Requirements:**

#### **Essential**

- Excellent customer service, communication and administrative skills.
- A commercial and sales-focussed approach
- Organised and methodical
- Understanding/knowledge of Scottish tourism industry
- Proactive attitude, ability to prioritise and self-motivate
- Excellent IT skills, including Microsoft packages & database/CRM experience.
- Meticulous attention to detail

#### **Desirable**

- Experience of electronic booking systems.
- Experience of invoicing/financial reconciliation.
- Knowledge of, or passion for, whisky and distilling
- Previous experience of admissions/ticketing/travel trade or business tourism

**Schedule:** Generally office hours Mon-Fri, though hours may vary to include occasional evenings and weekends. Flexible working and/or part time hours considered.

**Benefits:** On completion of probationary period, benefits include generous Holyrood Distillery shop/spirits allowance.