

Visit South Devon - Commercial Sales Executive Role Recruitment Pack

Background

Visit South Devon CIC Ltd is the official Destination Marketing Organisation responsible for promoting the below region which spans from Seaton along to Plymouth and up to Tiverton and most of Dartmoor.



We provide the following services for tourism businesses and visitors within South Devon.

- Visit South Devon Website – www.visitsouthdevon.co.uk
- Discover Dartmouth Website – www.discoverdartmouth.co.uk
- Social Media profiles for Visit South Devon and Discover Dartmouth
- Blogs for both Visit South Devon and Discover Dartmouth
- PR activity which includes press visits and press releases
- Official South Devon Destination Guide
- E-Communications
- Image & Video library covering all areas in South Devon
- Group Travel Marketing
- Engaging with Towns and Districts

Our Vision

To promote South Devon as a world class, year round destination and grow the visitor economy.

May 2021

Visit South Devon Headline Activity

- **Website** - We manage www.visitsouthdevon.co.uk which has just over 1.3 million sessions a year. Growing year on year. The website also showcases towns and areas within South Devon. Huge focus on individual Town pages and areas as well as thematic – eg Teignbridge, South Hams, East Devon, Mid Devon, Dartmoor
- **Print** - We produce an A5 destination guide each year as a Digital download
- **Press activity and hosting press trips** Press releases are sent out frequently covering thematic topics and information on our towns. We invite press to come and visit and host numerous press visits a year for travel writers, lifestyle magazines and bloggers.
- **E marketing** – Consumer database of over 10, 000 and B2B database of approx. 400 of tourism businesses in the area. Newsletters go out monthly showcasing the area and things to see and do.
- **Membership** – VSD is a membership organisation and businesses join us and receive benefits which include a web listing, social media engagement, representation in our press activity. We have approx. 250 members
- **Building new partnerships** – This is a key objective for 2021/22. We are talking with local towns, District Councils, transport providers and South West Corporates looking to engage with Tourism businesses
- **Group Travel** - A Group Travel plan has launched this year, which involves a new dedicated area on the website for groups and coaches, group itineraries will be developed, hosting Group operators and working with the towns to ensure we are get the messaging correct for groups.
- **Sustainability** – We have recently launched a Sustainability Pledge to focus on how we can help our members raise the profile of Sustainable Tourism and to also ensure we are pushing these messages to the visitor.
- **Business Tourism this year** – This year we will be focusing on developing marketing campaigns to promote South Devon as a key destination for conferencing, meetings and events, working in partnership with Visit Devon.
- **Partner with Visit Devon** – We are working with them to look at joint marketing activity both nationally and internationally

Commercial Sales Executive Job Description

TITLE: Commercial Sales Executive
Report to: General Manger
20 Hours a Week - Temporary contract for 12 months with option to extend Salary - £18-£20k pro rata dependant on experience. Open to contractors
<p>OVERALL JOB ROLE</p> <p>To bring in new membership sales, to engage with existing members and to help sell all digital and marketing opportunities.</p> <p>MAJOR RESPONSIBILITIES:</p> <p>Membership Sales</p> <ul style="list-style-type: none"> • To help deliver the 2021/22 Visit South Devon Membership Sales Plan • To build a database of potential member businesses using a CRM system of your choice • To develop your own sales process and lead generation system • Work with the VSD marketing team to help generate potential sales leads for new members • Look at ways to upgrade existing members to higher levels of memberships • Work to the sales targets set <p>Marketing and Web Sales</p> <ul style="list-style-type: none"> • To sell the VSD E commerce opportunities which includes web banners, e newsletters slots, digital marketing campaigns and membership upgrades. • To work to targets set and to help develop new digital commercial opportunities for the organisation <p>Membership Admin</p> <ul style="list-style-type: none"> • Engage with existing members through weekly update calls to them and record all information on CRM system • Keep monthly reports on sales calls, sales conversations, new membership sign ups, decline and existing members calls • Update members records with any new information
Skills and Qualifications
<p>Essential Skills</p> <ul style="list-style-type: none"> • Sales experience and used to working to income targets • Experience with working with CRM and lead generation systems • Ability to generate monthly reports on activity delivered • Good understanding of the online marketing industry. • Good understanding of social media and how best to use it for sales and lead generation • Must be a confident communicator. • Must be creative. • Must be self-motivated and able to work alone. • Confident in using Microsoft Office
<p>Desirable skills</p> <ul style="list-style-type: none"> • Experience in tourism and hospitality. • Experience of using Adobe Photoshop