

# Pentillie

CASTLE & ESTATE

## Weddings & Events Sales Executive

**Reporting to:** Sales & Marketing Manager

**Role Purpose:** To generate and convert sales leads and enquiries of both weddings and events at Pentillie Castle, developing a healthy forward book while fulfilling sales targets and KPI's.

**Salary:** Competitive. Bonus related.

### Join the Pentillie Team ~ Love your Job, Share our Values and Achieve our Vision

Unspoilt country living at its best, Pentillie Castle & Estate is a secluded family run venue that offers the ideal setting for events, weddings and home away from home escapes.

**Our Vision** is to become the number one country house venue in the South West offering unique and memorable experiences (weddings, celebrations, private dinners, corporate events).

Are you the right person to help us achieve this vision by increasing sales of both events and weddings in this award winning venue? Do you have what it takes to work as a key member of a small family-run team, moving with the business as we continue to develop and enhance this magnificent 17<sup>th</sup> Century legacy?

### What makes Pentillie different?

Starring as The Penrose Hotel in Sky 1's recent series of Delicious starring Emilia Fox and Dawn French, in real life Pentillie Castle sits in the centre of a 1,500 acre estate and is the scene of fabulous and memorable weddings, B&B stays and celebrations on the Cornish bank of the River Tamar.

As the focal point of the estate, the Castle certainly draws much of the focus of activity across the wider estate, but this does not detract from the importance of all other activities that take place on the estate e.g. shooting, tenanted cottages, garden open days etc.

Family-run, the business has strong values which you will be expected to share...

**We are one:** We stand together as a team, respecting and supporting others in an open, honest and accountable environment.

**Take Pride:** 5 star is at our core. We take pride in everything that we do.

**Be Open:** We welcome feedback good and bad, constantly striving to do better and challenge the status quo

**Never settle:** Compromise is not an option. We're ambitious, so persistence, positivity and pro-activeness shine through.

**Bring the fun:** We bring fun and positive energy in all we do, and create an environment where everyone's opinions matter allowing positive debate.

The ideal person will fit well within the Pentillie Team, buy in to the culture of excellent customer service as a matter of course, and have a warm & bubbly personality with a strong sense of humour!

### **The Role:**

We are looking for a forward thinking, motivated and passionate sales driven Sales Executive to join the team. The successful candidate will know and understand what it means to deliver amazing hospitality and will thrive on the challenge of always exceeding guest's expectations.

The new sales executive will hold a strategic role in the development of wedding and event sales and will be looking to hit the ground running. They will have a pro-active approach to generating sales, and a particular passion for weddings and events. They will have a strong understanding of marketing principles and channels particularly within the wedding industry.

The role will be full time equivalent (5 days out of 7) with flexibility required to meet business needs and those of clients to best achieve KPI's. The role is initially maternity cover for 6 months, with a view to the role becoming permanent for the right candidate.

### **Your key responsibilities as Sales Executive will be to:**

- Identify and generate effective sales opportunities and leads (weddings and other events including anniversary celebrations, conferences etc)
- Communicate proactively with client enquiries to maximise generation and conversion of appointments and new sales, meeting conversion KPI's, upselling where appropriate.
- Ensure all relevant paperwork is raised and documented when events are booked, including contracts and invoices.
- Facilitate all wedding appointments e.g. evening and weekend appointments, previews
- Monthly analysis of sales & enquiry data. Review effectiveness of marketing initiatives and activity e.g. PPC, & remarketing campaigns to ensure sales targets are met or exceeded.
- Demonstrate clear reporting techniques to evaluate sales targets and results.
- Regular review of Pentillie wedding collateral - website, social media, brochures, flyers etc.
- Strong liaison with Marketing Team to continuously develop new marketing ideas and initiatives, implementing them to drive lead generation and support sales of weddings at Pentillie e.g. placing articles or adverts with magazines, blog generation, photo shoot facilitation, wedding previews and fairs.
- Work with the team to deliver wedding open days. Previews, external wedding fairs and other promotional events.
- Support the management of social media channels e.g. related news, trends, pictures, stories & real Pentillie weddings.
- Monitor and review wedding & events market place – competitor activity, trends, new venues, and opportunities to market e.g. trade fairs.
- Network and build relationships with industry suppliers.
- Establish database and relationship with nationwide and local wedding planners.
- Provide general administrative support and deal with telephone enquiries.
- Perform other duties as may arise from time to time and which may be reasonably accommodated.

The role is mainly sales focused but from time to time there may be a need for operational responsibilities working in conjunction with the administration and operations team.

### **Candidate Requirements. You should:**

- Have 3 years previous experience of wedding & event sales (marketing experience desirable) preferably in a unique venue or 5-star establishment
- Demonstrate knowledge and confidence to implement & deliver sales targets, strategy & relevant KPI's which you will strive to achieve and complete through your own self-motivation.
- Demonstrate excellent sales & negotiation skills to pro-actively optimise and close sales while maintaining Pentillie values. (In majority of cases the events co-ordinator will take on event management once the sale is confirmed.)
- Have a passion for all things wedding – you should be fully conversant with publications, promotions, trends etc.
- Be smart and well presented. Have a warm and bubbly personality and be genuine, approachable, attentive and instinctive.
- Be customer focused and passionate about weddings and events.
- Be proactive, sales driven and self-motivated, able to confidently negotiate requests with enthusiasm and commitment to Pentillie's values, and sales targets while bringing creative angles to support your KPI's and sales targets.
- Enjoy working as a member of a team.
- Be able to work well under pressure, be flexible and be able to demonstrate consistently excellent customer service with a positive and progressive outlook.
- Have highly effective organisational and time management skills with an eye for detail.
- Be highly competent in use of MS Office and diary management system ACT (or similar) with excellent numeracy and literacy skills.
- Willingness to learn with an ability to multi-skill.
- Due to the rural and idyllic location of Pentillie Castle you will need your own transport.

### ***In return...***

- A refreshingly different work experience with a business that will value your individuality and inspire you to achieve your potential, through your ownership and responsibility of the role.
- Holiday entitlement 28 days per annum including bank holidays.
- Pension contribution on successful completion of a 3 month trial period.
- The opportunity to make the role permanent for the right candidate.
- *A competitive salary with a bonus awarded for sales generated. As this is a new position, please indicate your salary expectation.*

If you feel you have the skills and experience for this role and want to be part of an award-winning and passionate business as they expand, then please send your resume and covering letter to business owner Sammie Coryton on [sammie@pentillie.co.uk](mailto:sammie@pentillie.co.uk) by Friday 2<sup>nd</sup> August 2019.

We look forward to hearing from you!