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We are looking for a strategically minded Sales Manager to join our Leadership Team. You will be joining our fantastic, diverse team, and we have plans to grow.

***Can you help us achieve our goals?***

We will welcome someone with an eye for opportunity, passion for excellence and loyalty to working with our great team.

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**Your Skills and Strengths**

- Friendly, energetic, and helpful. Someone who thrives working in a team and developing relationships
- Knowledge and experience of marketplace
- Strong analytical skills
- Excellent organisational skills for time management, strategy-setting and forward planning
- Excellent negotiating and people management skills
- Team player with strong communication and interpersonal skills
- Passion for high quality product and visitor experience
- Ability to respond well to pressure
- A desire to be the best you can be!
- Sense of humour!

**Purpose and Objectives;**

- ✓ Drive the growth of Mercat in a positive, sustainable future as part of the dynamic Leadership Team
- ✓ Develop existing B2C and B2B customer base and identify and grow new markets
- ✓ Develop and implement long-term sales strategy to achieve our core objectives
- ✓ Manage and develop external relationships and internal team
- ✓ Support our growth in a positive, sustainable future to benefit our team, visitors, and local community

### **Main Duties and Responsibilities;**

- Design and implement sales strategy that expands and develops company's customer base
- Take responsibility for and achieve sales targets in line with Marketing Plan and LT strategy
- Analyse sales performance in monthly sales report and direct improvement
- Manage B2B relationships
- Attend relevant sales missions and exhibitions
- Secure, manage and grow key trade sales accounts
- Monitor and report on market trends; visitors, competitors, developments threats and opportunities
- Collaborate with Creative Development Manager and Visitor Experience Manager on new product development
- Work with Marketing Manager to issue effective messages to key partners, drive sales and identify new markets
- Work alongside Visitor Experience Manager to provide sales training for Support Team
- Monitor and manage our reputation to ensure we deliver a consistent, high-quality experience
- Lead planning and delivery of day-to-day sales activities
- Work with strategic partners such as Visit Scotland, DMOs and tourism bodies and partners
- Manage budget to ensure greatest ROI to achieve our strategic objectives
- Contribute to Leadership Team business planning and shaping of targets

### **Details;**

- Permanent role
- Part-time, 21hrs minimum
- Flexible working incl working hours and pattern i.e., condensed hours
- Hybrid working, WFH
- All IT provided
- Working week Monday to Friday
- 3-month probationary period
- The role will involve travel for sales missions and trade shows
- **We are a Living Wage employer offering £35k pro rata**

### **Benefits;**

- Your personal development and training are core to your time with Mercat
- **REAL Living Wage** +
- **Fair Work Employer** - championing respect, fulfilling and secure work with opportunities to grow
- Personal development and training plan

- Bike to work scheme
- Access to ASVA card
- Interest free loans
- Use of company holiday home
- Profit-share bonus

### **Interview Process;**

28 Blair Street, Edinburgh

### **To Apply;**

1. Application form - [download via website](#)
2. 30sec video – tell us about yourself and why you want to join our Mercat Team (youtube link preferred)

Please send to [join@mercattours.com](mailto:join@mercattours.com) by **24<sup>th</sup> November 2023**

Please note without the **application form and video** your application will not be considered.

**Have questions? Drop us an email and very happy to chat through the opportunity.**