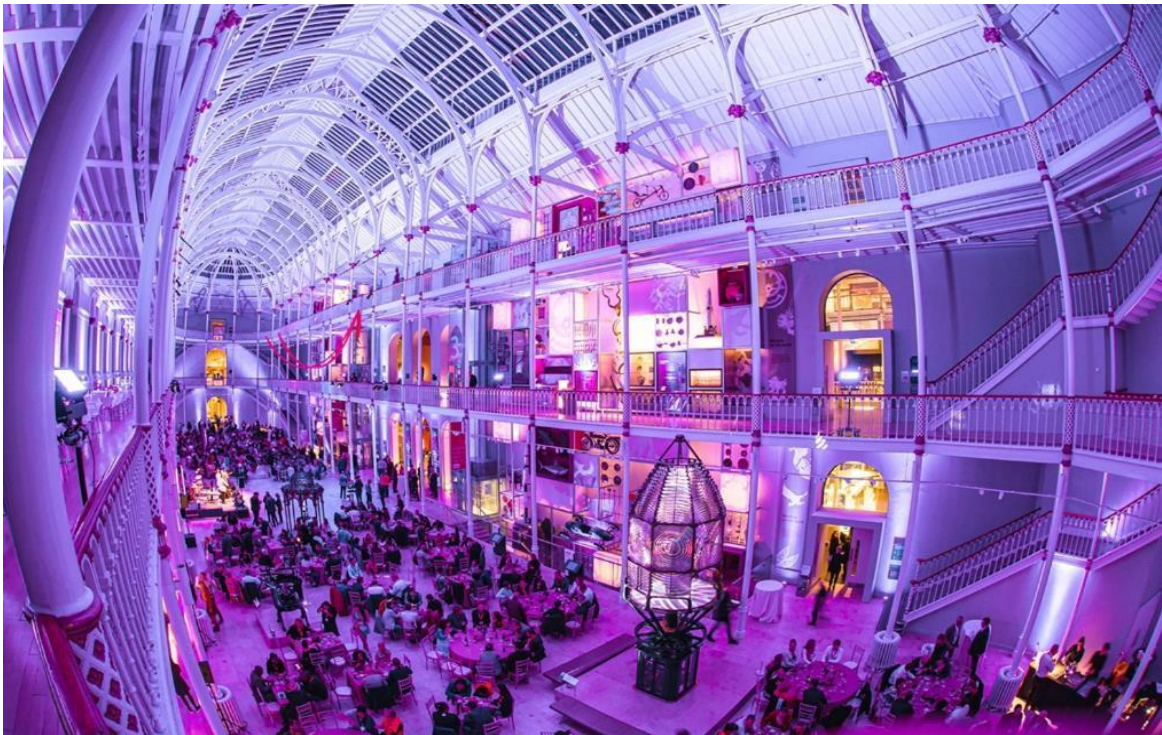


NMS ENTERPRISES LTD

RECRUITMENT PACK

**Sales & Marketing Manager
National Museums Scotland**



PUBLISHED: 25/06/24 CLOSING DATE: 04/08/24

WELCOME

Thank you for your interest in applying to National Museums Scotland (NMS) Enterprises Limited. We have put together some information below that we hope will assist you in understanding our organisation and the role.

ABOUT NMS ENTERPRISES Ltd

NMS Enterprises Ltd was established in 2002 to facilitate the commercial activities of National Museums Scotland.

NMS Enterprises Ltd is a wholly owned subsidiary of National Museums Scotland and provides support by gifting its potential profit to National Museums Scotland at the end of each financial year.

The company has departments in Publishing, Retail, and Hospitality & Events, as well as responsibility for the National Museums Scotland Picture Library and related activities of image licensing, copyright and product development.

The Hospitality & Events Division manages commercial events principally in the Chambers Street site ranging from intimate dinners and product launches to exclusive red-carpet events and award ceremonies.

The Hospitality & Events Division also manages the catering concessions at all the Museums, including the Museum Kitchen and The Balcony Café, at Chambers Street, as well as the cafes at National Museum of Flight and National Museum of Rural Life.

Sales and Marketing Manager Role

This is a fantastic opportunity for a Sales & Marketing Manager to join our Hospitality & Events Division here at [National Museum of Scotland](#).

If you would like to join a team of experienced Event Professionals and sell one of Edinburgh's largest historic and most exciting versatile venues, we would love to hear from you!

Skills and Experience

We are looking for a candidate with a proven track record in the events industry in particular sales, but equally as important, someone who loves delivering excellent customer service. The successful candidate will have knowledge of the event market, a high standard of communication and motivational skills, alongside the ability to work under pressure on a variety of tasks simultaneously is essential. They will be confident, passionate, and ambitious with the ability to build excellent client relationships.

Excellent communication, verbal and written skills are essential.

This role will work as part of the Hospitality and Events team, reporting to the Director of Sales and Marketing, as well as the wider NMSE Ltd team and colleagues within National Museums Scotland, so experience of working within a team environment and being a team player is vital.

Job description

POST TITLE: Sales & Marketing Manager	
DIVISION: NMS ENTERPRISES LTD (NMSE)	
SALARY: up to £35k plus benefits (depending on experience)	HOURS: 37 hours per week, 5 days over seven, when required
PURPOSE OF POST: <ul style="list-style-type: none">• To work with the Director of Sales and Marketing ensuring sales targets and objectives are achieved for the business.• Promote National Museums Scotland as unique and unrivalled events venues, whilst ensuring preservation of the Museums and their collections.• Proactively sell and promote all venue hire spaces to local and national Scottish corporate markets to drive new business to the Museum.• Proactively sell and promote all venue hire spaces to the educational sector to drive new business to the Museum.• To increase awareness of the venue by means of industry networking, FAM trips, site visits and digital marketing in line with agreed KPI's.• To continually promote Hospitality & Events through digital channels in conjunction with NMS and any other marketing as required.	

KEY RESPONSIBILITIES:

Sales

- Identifying opportunities and generating new business, focusing on all venue spaces, and promoting to corporate business & educational sectors in Scotland in a pro-active role.
- Research new clients and manage strong long term client relationships to retain clients and generate new business.
- Produce a monthly report on sales activity and success achieved for the Director of Sales and Marketing.
- Reporting into the Director of Sales and Marketing and support in promoting a pro-active and motivating environment.
- Support the Director of Sales and Marketing in sales activities, new opportunities and positioning the Museum as a unique and unrivalled event venue.
- Conduct site visits, client meetings, presentations and organise FAM trips.
- Represent the venue at trade shows, business events and general networking events.
- Responsible for both proactive and reactive enquiries to contract stage.
- Adhere to company standards and maintain professional internal and external relationships.

Marketing & social media

- Cultivate new business opportunities within the events industry using both traditional & digital marketing techniques.
- Plan & create social media posts for both LinkedIn and Instagram as discussed and approved by Director of Sales & Marketing.
- Review current marketing techniques and outcomes achieved, including social channels, NMSE website, newsletters, advertisements, etc.
- Continually review information held by our partners – Hotels, UVE, Visit Scotland, Marketing Bureaux, and approved suppliers.
- Prospecting and client research within hospitality industry, in particular the public, corporate and educational sectors.
- Competitor research and analysis, within Edinburgh in first instance, and thereafter further afield within Scotland, with a particular focus on competitor venues, hotels, universities, and conference centres.

Administration

- Management of client database through accurate data entry and ensuring that information stored is up to date and correct.
- Maintain database and booking system.
- Answer and process new event enquiries ensuring they are entered correctly in accordance with the client's requirements.
- Office cover to assist with colleague annual leave and business demands.

Any other duties as requested by the Director of Sales and Marketing

PERSON SPECIFICATION

Post Title: Sales & Marketing Manager
Division: Hospitality & Events (H&E)
Hours: 37 hours (5 days over 7 when required)

Knowledge	Essential or desirable	Evidence assessed by
Educated to degree level or equivalent	Essential	Certificate / Application
Knowledge of best practice standards used in the events industry	Desirable	Application / Selection Event
Knowledge of sales processes	Essential	Application / Selection Event

Skills	Essential or desirable	Evidence assessed by
Excellent communication and motivational skills with a collaborative style that will both achieve objectives and develop good working relationships with colleagues, partner suppliers and clients	Essential	Application/ Selection Event
Ability to support with the implementation of the NMSE sales plan for the H&E division	Essential	Application/ Selection Event
Ability to foster innovation and a culture of continuous improvement in delivering services that maximises profitability and provides the highest standards of customer care	Essential	Application/ Selection Event
Able to work under pressure on a variety of tasks simultaneously	Essential	Application/ Selection Event
Confident and have a passion for excellence in the industry	Essential	Application/ Selection Event

Experience	Essential or desirable	Evidence assessed by
A proven track record of sales and delivering excellent customer service	Desirable	Application/ Selection Event
Experience in a sales environment	Essential	Application/ Selection Event
Experience of understanding sales selling structures and budgets	Essential	Application/ Selection Event
Experience of processing enquiries and sales conversion	Essential	Application/ Selection Event
Experience in working in a luxury hotel, venue or high-end retail environment	Desirable	Application/ Selection Event
Experience of working in a team environment with can-do attitude	Essential	Application/ Selection Event
Good IT skills, particularly Office 365 applications	Essential	Application/ Selection Event

Key Information – Sales & Marketing Manager

Salary

The salary range for this post is up to £35k depending on experience.

Hours

Normally a five-day week Monday to Friday of 37 hours, excluding lunch breaks. There is a requirement to work occasional evenings, Saturdays, Sundays and/or public holidays as appropriate.

Location

This post is based at the National Museum of Scotland on Chambers Street, Edinburgh.

Probation

New employees have a probation period of three months from date of appointment.

Contract

This post is for a permanent contract.

Colleague Benefits

- 28.5 days annual leave, plus 8 public holidays (this increases to 33.5 days after 5 years' service)
- Competitive bonus scheme
- Generous workplace pension scheme
- Opt-in private medical care
- Staff discount in NMSE shops and cafes
- Training & Development opportunities that enable employees to undertake their roles as effectively as possible

Pre-employment Checks/Eligibility to Work in the UK

Only at the point of making an offer to a selected candidate will NMSE undertake pre-employment checks and ascertain an individual's eligibility to work in the UK. These arrangements are as follows:

- the receipt of a minimum of two references which are satisfactory to NMSE and cover the full three-year period prior to the effective date of employment.
- the receipt of the completed health declaration form which is satisfactory to NMSE.
- a basic Criminal Records Check by Disclosure Scotland which is satisfactory to NMSE.
- proof of your legal right to take up employment within the UK. All new employees are required to provide proof of UK citizenship/permission to work in the UK by providing NMSE with a passport (or alternative proof of ID) showing the holder is a British Citizen or has the right of abode in the UK.

Please note, this post does not fulfil the UK immigration requirements for sponsorship, so National Museums Scotland Enterprises Limited is not able to provide sponsorship under the Skilled Worker route.

How to Apply

If you are interested in joining the Hospitality & Events team, please send a CV with a covering letter explaining how you meet the criteria of the person specification for the Sales & Marketing Manager role as appropriate. Please submit your application by email to:

hospitality@nms.ac.uk

Elaine Elder
Director of Sales & Marketing
National Museum of Scotland Enterprises Ltd
Chambers Street
Edinburgh
EH1 1JF

The closing date for applications by Sunday 4th August 2024. Interviews will be scheduled after this date.

