



Application Pack

Ref: WA297

Groups & Travel Trade Manager

Salary £40,000 per annum

**Full-time Permanent
40 hours per week**

Advert Date: 14 March 2024

Closing Date: 28 March 2024 (noon)

Westminster Abbey



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About Westminster Abbey

Above all else, the Abbey is a church, a place of prayer and praise and holy ground at the heart of the nation. It is also a treasured part of Britain's heritage and a leading venue for tourism. The Abbey has occupied a central place in the celebration of great events for the nation and remains one of the most beautiful architectural masterpieces in Britain.

A living Church, Westminster Abbey is where the coronation of Kings and Queens has taken place since 1066, and where many of the Kings and Queens of England and of the United Kingdom are buried. Principal among them is St Edward the Confessor, King of England from 1042 to 1066, whose shrine is at the heart of the Abbey Church. Beside and around them are buried or commemorated many of the great women and men from almost every century of British history: statesmen and politicians, lawyers, warriors, clerics, writers, artists, musicians.

Neither a cathedral nor a parish church, Westminster Abbey (or the Collegiate Church of St Peter in Westminster to give it its correct title) is a Royal Peculiar under the jurisdiction of a Dean and Chapter and with direct accountability to the Sovereign. This relationship with the Sovereign dates back to the origins of the Abbey over a millennium ago, but its current form stems from the Charter granted to the Abbey by Elizabeth on 21st May 1560.

We are a welcoming community, but also complex and multi-faceted, with nearly 600 highly committed employees and volunteers. We have deep respect for the heritage of which we are the custodians, but we evolve continuously to meet the opportunities of the future. In recent times this has included the creation of new departments to focus on transforming our digital presence and delivering a significantly expanded programme of public and community engagement. In addition, our newly created Employee Engagement Forum and Social Engagement Statement is helping us to support and develop our staff and volunteers. We have also reshaped our governance arrangements, including a new Strategic Board to help us navigate the challenges and opportunities of the coming decades.

Westminster Abbey's mission is:

- To offer daily divine Worship to Almighty God and resource the Church in this vocation;
- To serve the Sovereign;
- To proclaim the Gospel to the nation and Commonwealth, celebrating the distinctive witness of the Christian faith and engaging with the public square;
- To provide a safe, welcoming and inspiring environment for all who come to the Abbey;
- To act as responsible stewards of God's gifts.

Our Values:

As one we serve each other, our visitors and the wider world in all we do with:

- Truthfulness
- Integrity
- Empathy
- Excellence

Following the State Funeral of Queen Elizabeth II and the Coronation of King Charles III and Queen Camilla, which were broadcast to national and international audiences in their millions, interest in the Abbey is very strong. We attract over a million visitors from around the world every year, and our summers and peak period are incredibly busy. However, we receive no regular income from the State, the Church of England or the Crown, and rely almost entirely on income from visitors.

It is an exciting time to join the Abbey, and we look forward to receiving your application and if successful, welcoming your contribution to the Abbey's history.

Job Description

JOB TITLE:	Groups & Travel Trade Manager
ACCOUNTABLE TO:	Head of Visitor Experience
ACCOUNTABLE FOR:	N/A
DEPARTMENT:	Visitor Experience
KEY RELATIONSHIPS:	Internal: Visitor Experience, Marketing, Comms & Digital, Finance, Engagement and Learning External: Key group and travel trade partners, trade associations, ticketing agencies
BACKGROUND:	Westminster Abbey is both a place of daily worship, and is one of the UK's leading visitor attractions, welcoming over one million visitors each year. A diverse and lively community work at the Abbey comprising around 300 employees and a similar number of volunteers.
JOB SUMMARY:	Working with the Head of Visitor Experience to foster and maintain existing relationships as described above to deliver agreed visitor targets, and to manage group access to the Abbey.

MAIN DUTIES AND RESPONSIBILITIES:

Travel trade management and development

1. Build on relationships with existing trade associations and create local partnerships with other heritage attractions such as The Houses of Parliament and St Paul's Cathedral to raise the profile of the Abbey within the Travel Trade arena.
2. Host trade association familiarisation trips, carrying out follow-up activity as required.
3. Undertake overall account management of the domestic market, international market and educational groups (language schools and educational tour operators). These include inbound tour operators, online and affiliate ticketing agencies as well as Destination Management Companies.
4. Act as Abbey representative:
 - At industry events such as UK Inbound, VisitBritain and London and Partners.
 - At trade association events including but not limited to, for example, the CTA conference and the AGTO showcase weekend.
 - At domestic trade shows such as British Travel and Tourism Show and Group Leisure Show, etc.
5. Take responsibility for Galaxy Connect travel trade inventory; working with Head of Visitor Experience to agree capacity levels and sales periods, with the aim of driving footfall in periods of low demand.

Group visits

6. Develop and implement a strategy for group access, that takes account of peak capacity limits/black-out periods and where applicable, ensures pre-booking for third parties.
7. Act as first point of contact for any commercial group-related matters.
8. Where applicable, assist the Finance team with trade invoicing and reconciliation.

Groups and Travel Trade Accounts

9. Maintain the current portfolio of accounts to encourage sales to the Abbey especially in the shoulder periods.
10. Provide trade account holders with regular training on the Abbey's product.
11. Source new leads via attendance at trade events.
12. Develop a Travel Trade web pricing and yield strategy for all online 3rd party and B2B distribution channels.

General

13. Create monthly performance reports on all areas described above.
14. Undertake VE team briefings and training in relation to groups/travel trade operations and initiatives.
15. Work with the Marketing Manager to design bespoke collateral for groups and travel trade accounts.
16. Host and coordinate groups and/or travel trade events.
17. Keep abreast of activities in the market by attending relevant seminars and conferences.

Safeguarding

Westminster Abbey is committed to the safeguarding of children, young people and adults at risk. To prevent them from harm, we undertake appropriate checks on staff and volunteers and require them to complete relevant safeguarding training.

Person Specification

This section outlines the knowledge, skills and abilities the job holder needs in order to fulfil the requirements of the post. 'Essential' criteria are those that the job holder absolutely must have in order to do the job. 'Desirable' criteria are those qualities that would be either useful, or an advantage or those which the job holder can be trained to do.

Essential

Education:

1. Educated to A-Level or equivalent

Skills/Aptitudes/Knowledge/Experience:

2. Excellent verbal and written communication skills
3. Proven experience of working with ticket agencies and/or tour operators
4. Proven ability to work on several tasks at one time and ability to deal with conflicting priorities
5. Advanced level of IT proficiency in Microsoft Office (including advanced knowledge in the use of Excel)
6. Proven account negotiation/management experience

Personal Attributes & Circumstances:

7. Empathy for the work of the Abbey and a commitment to the maintenance of its reputation
8. Excellent attitude and approach to customer service
9. Self-motivated and able to motivate others
10. Ability to work under pressure
11. Able to deal with people at all levels, and to build and develop collaborative working relationships
12. Ability to work evenings, weekends and bank holidays as required

Desirable

13. Experience of working in a similar environment
14. Box office/ticketing systems experience

This Job Profile will be kept under review and may be amended by the Dean & Chapter from time to time. Any proposed changes will be discussed with the post holder.

Working for us

Employment Status

This post is permanent.

Salary

The salary is £40,000 per annum. and is paid on the last Friday of each month. Salary is reviewed annually.

Working Hours

These are 40 hours per week. The normal arrangement of working hours is 9am to 5pm Monday to Friday.

Annual Holidays

The full-time holiday entitlement is 31 days per annum, including recognised public holidays, rising to 33 days per annum in the fifth year of service. Members of the Senior Management Team (SMT) will receive a full-time holiday entitlement of 33 days per annum, including recognised public holidays, from commencement of employment.

Training

On-site training will be provided in all aspects of the job. Any further training needs will be assessed through the probation period and in annual appraisals.

Pension Scheme and Life Assurance

All employees can join a Group Personal Pension plan, where the minimum employee contribution is 3% and the maximum employer contribution is 9% (as determined by the level of the employee contribution). You will be auto-enrolled into our qualifying workplace pension scheme after 3 months, if you meet the eligibility criteria.

All employees are covered by death-in-service life assurance, whether or not they choose to join the pension scheme.

Staff Discount

All employees receive a 20% discount on purchases from the Westminster Abbey shop and a 30% discount on purchases from the Benugo outlets, which serve refreshments.

Season Ticket Loan

A season ticket loan is offered after satisfactory completion of a probationary period, repayable over 10 months.

Medical Insurance

The Abbey will pay 50% of premiums to join a nominated medical insurance scheme after one year's employment.

Uniform

If a uniform and/or Personal Protective Equipment (PPE) is provided, this must be worn at all times.

Equality Statement and

How to apply

Equality Statement

The Dean and Chapter aim at all times to recruit the person who is most suited to the job. Recruitment will be solely on the basis of the applicant's abilities and individual merit as measured against the criteria for the job. Qualifications, skills and experience will be assessed at the level that is relevant to the job.

We will ensure that our shortlisting, interviewing and selection procedures avoid discrimination in any way, including on grounds of age, disability, gender, marital status or civil partnership, race, nationality or ethnic origins, religion or belief and sexual orientation.

Please return the Equal Opportunities Monitoring Form with your application. This will help us monitor our recruitment practice. The form will not be seen by the people making the selection decision.

Safeguarding

Westminster Abbey is committed to the safeguarding of children, young people and adults at risk. To prevent them from harm, we undertake appropriate checks on staff and volunteers and require them to complete relevant safeguarding training. Offers are subject to a relevant level of criminal record check, receipt of references satisfactory to Westminster Abbey, right to work in the UK, proof of professional qualifications and medical clearance, which may include a medical assessment.

How to Apply

Please complete our application form as CVs **will not** be accepted.

You are also advised to read the Job Description and Person Specification carefully and think about how your experience, skills and abilities help you to meet the requirements listed in the Person Specification. Use the 'Supporting Statement' section of the form to tell us how you meet each of the requirements. As well as your previous work experience (including a **full** career history of all employment), tell us about other relevant experience such as community and voluntary experience. Clear information on how you meet all the requirements of the job, with relevant examples, will help us with shortlisting, and we may not be able to shortlist you for interview if you do not provide this.

Please email your completed application to: applications@westminster-abbey.org.

Applications should arrive no later than 12 noon on 28 March 2024. Interviews are scheduled to take place on 11 April 2024.

We regret that, due to the large number of applications we normally receive, we may only be able to contact or provide feedback if you have attended an interview. We appreciate your interest in our work at Westminster Abbey.