

Role Profile

Role title	Sales Manager
Reports to	Head of Sales and Customer Operations
Department	Customer Operations
Working Hours	37.5hrs per week however work life balance is important to us and so we are open to discussion on working hours.
Location	Whitwell on the Hill, near York/Hybrid

A bit about Inntravel

This is an exciting time to take on a new role at Inntravel – a business benefiting from long-term investment to achieve ambitious growth targets, deliver digital transformation projects and retain its place as market leader in the self-guided walking holiday market.

Established in 1984, Inntravel is a widely respected, leading provider of ‘at your own pace’ self-guided walking, cycling and other activity holidays across Europe. Innovative, paying meticulous attention to detail, and delivering the highest standards of personalised customer service, a team of over 70 staff work from idyllic offices in rural surroundings near York.

Inntravel was for many years a family-owned business, and it retains a strong sense of independence and autonomy. Since 2008 the company has been an integral part of the well-established Hotelplan UK. The Hotelplan UK family of brands includes Inghams, Esprit, Santa’s Lapland and Explore Worldwide, all based in Farnborough.

Hotelplan Group was a founding signatory of the Glasgow declaration, which commits us to halving CO2 emissions by 2030 and reaching Net Zero as soon as possible before 2050. We are all stakeholders in this commitment and sustainability is a huge part of the decisions we make here at Inntravel.

A bit about the role

Reporting into the Head of Sales and Customer Operations (HoS&CO), you will be leading all sales activities to ensure that we smash our budgeted targets. The successful candidate will drive significant revenue growth and customer acquisition by maximising and creating sales opportunities. They will ensure we maintain our award-winning levels of customer experience throughout the customer journey, whilst also bringing a more commercial focus to this large business area. You will develop and lead a highly motivated and unified sales team which embraces a culture of high achievement and personal responsibility.

Main Responsibilities and Key Tasks

- Generate a fun, high energy environment with a positive team culture where sales conversions are maximised and staff deliver exceptional customer service.
- Establish an incentive structure to maximize sales whilst maintaining team cohesion
- Motivate and inspire individual sales team members to perform in line with sales targets and KPIs. Setting individual targets to help staff understand their role in the company’s vision and growth

plans, developing performance through coaching, regular 1-1's and facilitating the creation and achievement of personal developments plans, ensuring the team embraces a culture of continual learning and personal responsibility.

- Define and agree KPIs with the Senior Management Team (SMT) around customer service. Ensure the team adhere to these, protecting Inntravel's position as a market leader for customer service.
- Take ownership of designing and delivering (with IT) the systems and processes required to give real time visibility to the team and SMT of sales performance against key metrics.
- Be influential in supporting the development of a scalable omni-channel sales environment to facilitate the management of sales enquires across all channels. Provide the sales team with the tools which will enable them to improve our customers' experience, maximise sales conversions and significantly improve workflow management.
- In conjunction with the wider business, reduce our 'time to book' KPI by ascertaining current blockers, identifying improvements and redefining processes to significantly improve this metric.
- In conjunction with the customer operations training lead, establish a sales team training programme to minimise time taken to on-board and train, knowledgeable, motivated and effective members of the sales team and to enable Inntravel to on-board new staff effectively in a hybrid environment.
- Recruit, on-board and oversee the training of the new members of the sales team.
- Collaborate with Marketing, Commercial and Product on tactical sales campaigns to maximise sales opportunities and customers' lifetime value.
- Ensure the HoS&CO has sight of any issues which may impact the business's ability to achieve current business plans/objectives and also any opportunities it would be advantageous for the senior management of the business to be aware of.
- Deputise for the HoS&CO at Senior Management Team level, as required.
- Daily leadership of the team, responsible for planning day to day work flow, task allocations, rotas, administrating holidays and absence management.
- Use sound judgement to manage difficult customer situations, respond promptly to the needs of the customer and solicit feedback to improve service.
- Work cross functionally to ensure projects and business initiatives are implemented across the sales team.
- Make sustainability a core consideration in all decisions that are made in this role.
- Any other task that may be required to help the team and Inntravel succeed in their goals.
- Participate in the Saturday and customer out-of-hours rotas.

What you will bring to the role

- Training, coaching and development skills, which enable you to empower and inspire individual performance and development within your team.
- People management skills including setting clear objectives, managing performance, giving feedback and holding people accountable.
- Communication skills: highly confident, competent and articulate individual who can communicate professionally across all levels.
- Interpersonal and team skills, which enable you to get great results for external teams, business teams and management.

- Sales skills: demonstrated track record of meeting and exceeding goals as an individual.
- Customer service skills: demonstrated track record of managing customer feedback and complaints to drive continual improvement.
- Problem solving: proactively identify problems and bring solutions that will solve them for the customer, team and business.
- Planning and implementation skills which ensure initiatives/projects run to time and budget whilst achieving objectives.
- Skilled in implementation of sales and customer strategies that have delivered exceptional results in consumer facing business (travel industry preferred).
- Innovation: you have a track record of coming up with and implementing great ideas that deliver commercial results.
- Proven experience of leading high level delivery of sales and customer service excellence within a fast paced environment.
- Analytical and reporting skills, using data-driven reporting to track, report on and improve individual, team and business performance.

Personal qualities

- Able to work under pressure, motivated to achieve targets and demonstrate a positive attitude
- Strong commercial focus on initiatives which deliver commercial results
- Learning orientated
- Self-starter who will take the initiative
- An energetic, friendly team player
- Able to multitask, prioritise and establish deadlines to ensure competing objectives are met
- A passion for the outdoors and our type of self-guided, sustainable holidays
- Resilient
- Flexible
- A hands on individual who's willing to go the extra mile
- Empowering by nature and upholds our company values

Benefits of working for us

- 50% holiday discount scheme on holidays offered by any company in the Hotelplan UK group
- 25 days holiday a year (pro-rata) – rising by 1 day per year to 30 days after 5 years
- Opportunity to 'buy' additional holiday leave if you need more time off
- Bonus eligibility based on company performance each year
- Hybrid working environment
- A healthcare cashback scheme that allows you to claim back money on a number of healthcare costs
- Pension scheme and life insurance
- 2 volunteer days a year
- Sociable and friendly office environment including our own allotment and lunchtime exercise classes

Our Values:

Inntravel – inspiring individual discovery
Expertise through knowledge and experience
Respect for the places and people we work with
Embracing **individuality** and **creativity**
Trust through openness and integrity
Shared **enthusiasm** and **pride** in all we do

The fine print

This Position Description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements, and you will also be expected to undertake such tasks as are reasonable and relevant to the scope of the post. Job descriptions will be regularly reviewed to ensure they are an accurate representation of your role.