



JOB DESCRIPTION

JOB TITLE	Travel Trade Manager
DEPARTMENT	Ticketing & Sales
REPORTS TO	Head of Ticketing & Sales
DIRECT REPORTS	None

INCLUSION STATEMENT

People are at the centre of the Globe's work. We create ways to enable our wide community to feel visible, and for everyone's contributions to the Globe's purpose to be heard and respected.

We value and respect individual lived experience and drive inclusion through mindful awareness, empathy, care and belief, with a commitment to regularly improve how we empower and support people to do their best work. We will be honest and acknowledge our present conduct, approach and intention, as everyone works towards a shared common purpose to create greater inclusivity.

PURPOSE OF THE ROLE & DESIRED IMPACT

To develop, engage, and strengthen relationships with travel trade partners, effectively marketing and packaging Shakespeare's Globe to maximize visibility within the travel trade and group visitor markets, ultimately driving growth in revenue and attendance.

Reporting to the Head of Ticketing and Sales the Travel Trade Manager is responsible for increasing group and travel trade visitor numbers through strategic partnerships and targeted outreach. This role involves offering, selling and packaging our products tailored to the travel trade and group sectors, while also overseeing operational processes to ensure efficient booking systems and clear communication channels.

HOW YOU WILL WORK

- To promote and inspire sales for all the activity of Shakespeare's Globe to the Travel Trade and Group Market.
- Ensure good communication between departments, external partners and ticketing and sales team.
- To grow travel trade business for the organisation by developing and nurturing relationships. Looking for future opportunities that will enhance our products and extend our reach.
- To be the main point of contact for Travel trade companies answering all enquiries ensuring that these are dealt with promptly and efficiently.
- Building and managing relationships and maintaining regular communication with our partners. Build relationships with trade and tourism organisations including UKinbound, ETOA, London & Partners, Visit Britain and Visit England, ensuring we are maximising all our promotional, commercial and training opportunities.



- To attend travel trade shows (domestic and overseas), conferences, networking events and industry events to identify trends and sales opportunities from different sectors and from different international audiences.
- To work with internal and external stakeholders to market our travel trade offer, including packages of products.
- Produce and update marketing materials for travel trade and groups.
- Managing third party integrations to ensure accurate inventory is provided and ensuring accurate reconciliation within our CRM system Tessitura.
- Review listings on trade websites and third-party platforms to ensure content is correct and displays the products to their full potential. Updating information, write content and prepare imagery as appropriate.
- Host travel trade and group familiarisation visits to highlight the offers of Shakespeare's Globe, communicate changes and new products, and improve product training amongst our travel trade partners.
- Work with the audience team to market and develop campaigns to promote the activity of Shakespeare's Globe.
- Work with The Swan to package and sell their products with ours.
- Work with external organisations to package and sell their products with ours.
- Update and review travel trade details and information on Tessitura.
- Ensure Travel trade/ third parties are invoiced monthly. Working with the finance team to monitor payments and timing reconciliation inline with our terms and conditions of payment.
- Effectively manage the Travel Trade Budget to ensure maximum return on spend.
- Monitor, review and present sales updates.
- Update and train the ticketing and sales/audience team on relationships, promotions and activity with travel trade and groups to ensure travel trade processes and offers are delivered effectively and efficiently.
- Be flexible and adaptable in the undertaking of any other related duties.
- To be an active and supportive member of the Ticketing and Sales Team.

PERSON SPECIFICATION

- Knowledge and understanding of the travel trade and/or group market.
- Relevant experience of working with travel trade partners, groups or similar customer or business-to-business markets.
- Demonstrable experience of delivering high-quality customer service in a visitor, ticketing, admissions, hospitality, sales or comparable customer-facing environment.
- Effective written and verbal communication skills, with the ability to communicate information clearly and accurately to a range of audiences.
- Good organisational and administrative skills, with the ability to manage competing priorities, meet deadlines and maintain accuracy.
- Ability to work collaboratively as part of a team and contribute to delivering a high standard of service.
- Strong interpersonal and relationship-building skills, with the ability to develop positive working relationships with a diverse range of stakeholders.



- Ability to remain organised, responsive and effective when managing busy periods or changing priorities.
- Self-motivated and able to take ownership of tasks and responsibilities.
- Comfortable communicating with customers, partners and colleagues and representing the organisation in a professional and approachable manner.

TERMS & CONDITIONS

Permanent and Full-Time

A full set of terms and conditions will be supplied with a contract of employment.

Salary: £38,000 per annum

Hours: 35 hours (5 days) per week, exclusive of breaks. Additional hours at evenings and weekends may be required for which time in lieu may be granted. There are no extra payments for additional hours worked.

Holiday: The annual holiday leave is 25 days per calendar year (full-time equivalent) plus Bank Holidays. One day of additional annual leave every service anniversary up to 28 days (full-time equivalent).

BENEFITS

- Discount in the Globe shop and onsite restaurants/cafes
- Staff discounts via My Globe perks and better Bankside Buzzcard
- Free entry to selected shows, events and activities
- Access to our free employee assistance programme and 24/7 virtual GP service
- Family friendly policies; enhanced maternity, paternity, adoption, and shared parental leave
- Life assurance scheme
- Rental deposit scheme
- Season ticket loans available
- Eye test voucher scheme
- Flu vaccination scheme
- Cycle to work scheme
- Free Staff Yoga
- Enhanced employer pension contributions after 12 months service.

This job description is not a contract but is provided for an employee's guidance on the way in which the duties of the post are to be carried out. The content of the job description may change from time to time, and the employee will be consulted over any substantial changes.

As a term of employment, you may be required to perform work not specifically mentioned above commensurate with the scope of your role within Shakespeare Globe Trust.