

Sales Executive

Job Description

The Role

Job title:	Sales Executive
Department:	Campus Experience
Responsible to:	Conference & Events Business Manager
Location:	Royal Agricultural University, Cirencester
Salary:	Grade 6 (£30,378 - £35,608 pa)
Term:	Permanent, full time, averaging 35 hours per week, with flexibility required for weekend and evening events
Relationships with:	Internal stakeholders including Catering & Hospitality, Estates, Accommodation, Porters Lodge/Reception, External Relations, Finance and Professional Services teams; external clients, suppliers, partners and agencies.

Purpose

The Sales Executive will play a key role in driving revenue across the University's conferencing, events, accommodation and hospitality portfolio.

You will be responsible for **proactively generating new business, converting enquiries into confirmed bookings, and managing client relationships** to maximise repeat business and revenue growth. The role **blends sales, customer experience and operational coordination**, ensuring every enquiry is handled professionally and efficiently from first contact through to delivery.

This is a fast-paced, target-driven role requiring strong commercial awareness, attention to detail and a passion for delivering exceptional client experiences.

Key Responsibilities

1. Proactively identify, generate and secure new conference, events and group accommodation business
2. Respond to all enquiries promptly, converting opportunities into confirmed bookings
3. Conduct structured needs analysis and produce tailored proposals and quotations
4. Manage a live sales pipeline, tracking opportunities through to conversion
5. Achieve individual and team sales targets across conferencing, events and accommodation

- 6.** Actively cross-sell and upsell additional services including CPD, hospitality, accommodation and campus experiences
- 7.** Build and maintain strong client relationships to maximise repeat and long-term business
- 8.** Manage key accounts and develop opportunities for account growth
- 9.** Deliver engaging site visits, show rounds and familiarisation events
- 10.** Accurately record all enquiries, bookings and client information within the CRM/booking system
- 11.** Produce contracts, confirmations, invoices and take payments where required
- 12.** Collaborate with internal teams to ensure seamless delivery of events and an excellent customer experience
- 13.** Support and contribute to sales and marketing campaigns, including digital and social media activity
- 14.** Monitor market trends, competitor activity and pricing to inform sales approach and recommendations
- 15.** Produce regular reports on sales activity, conversion rates, revenue performance and lost business

General responsibilities:

- The University is committed to equality of opportunity. All staff are required to comply with current legislation, University policies and good practice guidance.
- All staff are required to act in a way that safeguards the health and wellbeing of children and vulnerable adults at all times. The post holder must be familiar with and adhere to appropriate safeguarding policies and guidance and participate in related mandatory/statutory training. Managers have a responsibility to ensure their team members understand their individual responsibilities with regard to safeguarding children and vulnerable adults.
- All staff are required to participate in the University appraisal process and should ensure they are familiar with the process and plan time to prepare for their appraisal. Following the appraisal, staff are expected to undertake in any necessary learning and development and work towards the objectives that have been set.
- The University expects staff to attend any training designated as mandatory and to undertake learning and development activities to support their role. Managers must facilitate learning and development within their teams.
- It is a condition of employment that staff will not disclose any information obtained in the course of their duties other than to those entitled to receive it. The post holder must ensure that the confidentiality of personal data remains secure and that restricted information or highly restricted information to which they have access remains confidential during and after their employment at Royal Agricultural University. All staff must undergo appropriate data protection training as required.
- All absence from work must be reported in accordance with the University's absence procedures and recorded on iTrent.
- The University acknowledges its responsibility to provide a safe, smoke free environment, to its employees, service users and visitors. It is the policy of the University not to allow smoking on University premises other than in specifically designated areas.

University Values

As a University we have chosen five values to underpin our learning community. These are the values which we will all work by and for which we want the RAU to be known. We are:

- Collaborative - we believe in the power of working together. We are stronger as a community of practice - inspiring each other, identifying shared goals, and providing reciprocal support leads to greater success.
- Open-Minded - we are receptive to new ideas and we value the diversity of experiences and skills. We are committed to listening to everyone across the RAU community.
- Resourceful - we adopt creative approaches to achieve our goals while setting higher standards, promoting professionalism and sustainability.
- Responsible - individually and collectively we take accountability for our actions working with integrity to achieve the highest ethical standards.
- Inclusive - we acknowledge the fundamental value and dignity of all individuals and are committed to maintaining an environment that seeks to eliminate all forms of discrimination and respects diverse traditions, heritages, and experiences.

Person Specification

Qualifications	Essential (E) or Desirable (D)	Measured by; A – Application form B – Interview C - Presentation
Educated to A level standard, with GCSE in English and Maths	E	A
Relevant qualification in Hospitality, Events, Business or Tourism	D	A
Full, clean UK Driving License	E	A

Knowledge, Skills & Experience	Essential (E) or Desirable (D)	Measured by; A – Application form B – Interview C - Presentation
Excellent customer service and relationship-building skills	E	A,B
Strong communication skills (written and verbal)	E	A,B
Ability to influence, negotiate and close sales	E	A
High level of organisation and attention to detail	E	A
Strong IT skills (Microsoft Office and booking/CRM systems)	E	A,B
Ability to manage multiple priorities in a fast-paced environment	E	A
Commercial awareness and understanding of pricing and yield	D	A,B

Other requirements	Essential (E) or Desirable (D)	Measured by; A – Application form B – Interview C - Presentation
Proactive, driven and results-focused	E	A,B
Confident and personable with a professional approach	E	A,B
Strong team player with the ability to work independently	E	A,B
Flexible and adaptable	E	A,B
Enthusiastic with a “can-do” mindset	E	A,B

Application Procedure

If you are interested in applying for this role, please send:

- University [Application Form](#) together with the [Equal Opportunities Monitoring Form](#) available on the University website www.rau.ac.uk) – you may attach your up to date CV if you wish to add additional information.
- Details of two referees who must be people who can comment authoritatively on you as a person and as an employee in relation to the level of the post, and must include your current or most recent employer or their representative.
- Please forward to the HR Team, Royal Agricultural University, Cirencester, Gloucestershire, GL7 6JS or via email to jobs@rau.ac.uk stating where you saw the advert for the role
- Informal enquiries can be made to Ryan Hanson – Director of Campus Experience (Ryan.hanson@rau.ac.uk)
- **Closing date:** 21 June 2026 with **Interviews on:** 6 July 2026
- We acknowledge receipt of all applications within two working days. If you do not receive an email from us after submitting your application, please let us know by sending a new email **without any attachments** to Human.Resources@rau.ac.uk so we can check if your application has reached us.
- Should you be selected for interview please be aware that we are unable to reimburse interview expenses.

The RAU is an equal opportunities employer and we particularly welcome applications from black and minority ethnic candidates as they are underrepresented within the RAU at this level.