

School Sales Manager

ABOUT US

KidZania London offers 4-14 year olds exciting real life activities and has welcomed over 1.4 million children since opening in June 2015. Spanning over 75,000sq of Westfield London, Shepherd's Bush, KidZania is an amazing indoor city built just for kids!

Blending learning with reality and entertainment, each career at KidZania teaches kids essential life skills including financial literacy, team work and independence.

Designed to empower and entertain kids, KidZania gives children the chance to challenge themselves and explore the world of opportunities. If a child has ever dreamt of becoming a pilot, a firefighter or the next award-winning dancer, watch their excitement as they try out real life activities! The concept effectively gives kids their first taste of independence and gets them thinking what they might want to be in the future.

THE ROLE

As the School Sales Manager, you will be responsible for developing, delivering and evaluating a sales strategy, besides leading a small team of sales executives to generate sales through primary and secondary school visitor admissions. You will have significant influence on growing awareness, credibility and market share for KidZania London as the number one school trip destination.

Looking for new sales opportunities, you will spend approx. 50% of your time out and about and/or on the phone, networking, influencing and persuading hot prospects and key decision makers in schools, youth group divisions and businesses related to the education network; securing sales by demonstrating the value of our educational experiences, delivering and developing our educational workshops.

This is a very hands-on role for a highly motivated, sales professional with a positive 'can-do' attitude who will work closely with the Sales & Marketing and Operations team to ensure successful delivery of all schools & youth groups initiatives.

General Responsibilities:

- Manage the delivery and performance of the school sales executive.
- Manage the recruitment and training process within the schools & groups department.
- Manage all (internal & external) communication, including responses to enquiries, in a professional/timely manner.
- Over-see the reservations/booking aspects of School and Youth Group sales, including booking communications, sales processes such as payment chasing and processing by our Contact Centre team.
- Host teacher tours for key leads at KidZania London, this may include occasional weekend or evening work.
- Responsibility for complying with company policy concerning health, safety and security of themselves and others and must ensure that they do not endanger others by their acts or omissions.
- Work effectively with the internal company IT & CRM packages to manage all systems and data handling.

- The job holder will perform any other reasonable tasks, as requested by the Head of Sales
- This is a full-time role, and you will be based at our office in West London, Shepherd's Bush; with hybrid opportunity of working from home.
- Regular regional and some national travel required

Strategic Objectives:

- Develop, execute and review sales and lead generation strategy for domestic schools & youth group sectors in line with budgeted EBITDA targets & business KPIs set.
- Develop and implement strategic tactical campaigns at relevant times throughout the year to drive sales during shoulder periods
- Actively review, propose and develop customer retention and growth campaigns
- In coordination with the Head of Sales, set and deliver weekly, monthly, quarterly and annual sales goals for each segment within the sales strategy.
- Continually monitor ticket sales (closed and forecasted) and discuss with Head of Sales areas of concern and development.
- Proactively develop and maintain excellent knowledge and latest trends within the education market to build credibility with schools & youth groups and advise on necessary adjustments within sales strategy to effectively navigate any changes.
- Influence developments within internal processes, product development and operational & ticketing set ups across all departments to improve customer journey & experience as well as delivery of promised learning outcomes to all school & youth group visitors
- Deliver and develop KidZania London's educational workshops, to assist in reaching EBITDA targets.

Lead Generation & Relationship Building:

- Establish, nurture and grow effective relationships with identified network of schools, academies, youth clubs and other educational organisations within the marketplace to grow sales and repeat visitation.
- Proactively organise outbound sales calls to lapsed and prospect school & youth group customers, in line with sales strategy and GDPR principles.
- Lead on all activity to secure and deliver regular product demonstrations – either by inviting schools to KidZania for a show around and/or attend school assemblies and/ or arrange meetings with decision makers across schools & youth group network.
- Develop long-term strategic relationships with senior individuals within the school & youth group network, external clients, partners, customers and industry leaders.
- Proactively seek new routes to market and take ownership from lead generation, attending meetings to following up and managing delivery of mutual objectives to guarantee the success of campaigns and relationships.
- Represent KidZania London at domestic tradeshow, seminars and other industry events to gain new business and strengthen existing relationships
- Define and implement effective processes to monitor and track ROI on all activities and sales calls/emails.
- Follow-up on all prospect sales enquiries within agreed SOP's, measuring reasons for non-conversion.

Marketing:

- Assist to identify, map and deliver a communication plan to schools & youth groups audiences covering all channels (print & digital advertising, direct mail, email broadcast, outbound calls, PR etc.) to result in measurable conversion.
- Share feedback from teachers and youth group leaders on our product offering, market insights, and competitor activity with wider teams to help build greater market intelligence and appropriate product offering relevant to market needs.
- Work closely together with marketing, design and content teams to help with further product & marketing collateral development ensuring inclusion of key USPs for the education & youth group market.

ABOUT YOU

You will be an enthusiastic, self starter with ambition and drive to succeed in a sales role. You will be highly organised and comfortable with face to face as well as phone based selling models.

By building quick rapport with schools and being able to negotiate, you will drive sales revenue through partnerships and by devising an effective sales strategy.

Specifically we are looking for:

- Previous sales, business development and/or account management experience is essential, ideally within the UK education and/or youth marketplace. Past experience of selling or marketing into schools and/or youth groups will be preferential.
- You will be driven, focused on success through quality delivery and passionate about education services.
- Partnership development and communicating ideas and information to different audiences.
- Has a genuine passion for growing sales through relationship building
- Understanding of the buying cycles, budgets and constraints within the UK education sector would be preferential.
- Ability to communicate professionally while building relationships and credibility is essential
- The ability to work in a fast-paced and ever-changing environment
- You are happy to be an individual contributor but like to share your experiences and collaborate with the wider team.
- Ability to analyse data and respond to the results
- Ability to multi-task, with an organised and methodical approach to work
- Excellent written, verbal and presentation skills
- Able to analyse data and respond to the results
- Able to work under pressure with the ability to prioritise and multitask
- Excellent communication skills both verbally and in writing
- Persuasive approach with a deep sense of urgency
- Computer literate with advanced skills using Microsoft Office tools, specifically Excel, Word, & PowerPoint

BENEFITS

We are recruiting for a full-time position on a permanent contract. In return we are offering the following; Fun & inspiring place to work, Training & development opportunities, Career progression.

As well as some of our other fantastic benefits including:

- Annual salary of £30,000 plus paid travel
- Free and discounted KidZania tickets
- 25% discount in our retail shop and KidZania birthday parties
- 40% discount in our food outlets
- Westfield discounts
- Convenient on-site parking
- + more!

APPLY TODAY!

If you believe you are our ideal candidate and excited about the prospect of joining our amazing team then apply today. Please send your CV and cover letter to careers@kidzania.co.uk

THINGS TO NOTE:

Recruitment Agencies:

We are not currently working with any recruitment agencies. As such, we do not accept any speculative CV's and/or Candidate Profiles and are, therefore, unable to consider these.

Location: We are based in Westfield London, Shepherds Bush W12 Right to work: You must personally hold the right to work in the UK – We are unable to support with Visa applications at this time