

HEAD OF SALES, MARKETING AND PARTNERSHIPS

CH>RITY
CH>ALLENGE

MUSIC IN THE WILD

WHO WE ARE

Charity Challenge is a multi-award-winning specialist adventure tour operator and event management company best known for organising the celebrity-based BT Red Nose Day Kilimanjaro climb and Hell and High-Water Challenges. We run challenges from the North Pole to the South Pole and to deserts, jungles, mountains, forests and rivers in between. We have raised over £50,000,000 for almost 2000 charities globally and have representation in the UK, Canada and Hong Kong.

We aim to deliver safe and sustainable life changing events in both popular and off the beaten track destinations, creating tailor-made events for our charity and corporate clients whilst providing personalised, friendly and excellent customer service, advice and support. Our brand is based on values of professionalism, transparency, excellence, safety and passion in all that we do. For more information, please visit:

www.charitychallenge.com

Following a lengthy period of planning and development, we are thrilled to soon launch a ground-breaking epic and unique series of international fundraising challenges titled 'Music in the Wild'. Each event will combine international music artists, global adventure challenges, stunning locations and unique live performances. Music in the Wild aims to entertain, inspire and motivate audiences to change the world for the better, raising millions for charity. For more information, please visit: www.musicinthewild.org

WHO YOU ARE

We are looking to recruit an enthusiastic, creative and analytically minded Team Manager to lead the Sales, Marketing and Account Management team (currently 5 staff) at Charity Challenge. Ideally you must demonstrate a proven track record of team management, sales and marketing experience, and provision of the very highest level of customer service.

SUMMARY

The Head of Sales, Marketing and Partnerships is responsible for planning and implementing strategic business development plans within the sales, marketing and account management teams working on two brands - Charity Challenge (our core challenge business), and Music in the Wild (a brand-new series of celebrity led challenges).

The position also undertakes a critical senior leadership role for Charity Challenge and is part of the Senior Management Team to ensure strong and consistent leadership across all internal departments, and that performance monitoring and accountability systems are robust.

THE ROLE

- Work collaboratively with other members of the Senior Leadership Team to identify business-wide efficiencies and to help drive the business forward
- Provide strategic leadership, management and support of the Sales, Marketing and Account Management team
- Plan, direct and control sales of all Charity Challenge products and services to deliver revenue growth, profit targets, increased group sizes and market penetration
- Champion correct application of the Charity Challenge brand
- Communicate Sales, Marketing and Customer Service performance across the business to ensure all staff are informed of the department's business performance
- Collaborate with other teams within the business to maximise efficiency and effectiveness and to provide an integrated response to customers' needs

- Implement and oversee the operation of a CRM system to manage sales performance and inform customer relationship management
- Develop goals and objectives, projects and priorities and assign them to the Team
- Responsible for performance appraisal of the Team and for providing training and development opportunities

SKILLS AND EXPERIENCE

The successful candidate will be creative, highly analytical, resourceful, customer focused, team oriented, and will have an ability to work independently under time constraints to meet deadlines. You will be educated to degree level or have suitable alternative experience and be an established leader with the ability to work with senior executives. You will have a proven track record of leading a sales and/or marketing team together with high level experience of corporate partnerships. Ideally, you will also have some or all of the following:

- Up to date, in depth knowledge of commercial activities within the tourism and charity sectors
- Extensive implementation of successful sales and marketing strategies (ideally within a tourism environment, corporate and/or charity sectors), with a track record of creating and increasing profitable B2C and B2B revenue streams through both new and existing channels
- Contributed to strategic objectives at executive level
- Experience of influencing and delivering ambitious results
- Implementation and operation of a CRM system to manage sales performance and inform customer relationship management
- Budget management and forecasting experience
- Successful development, motivation, leadership and management of high performing sales, marketing team and account management team to achieve departmental and individual goals and objectives
- Built effective relationships and working in partnership with a range of internal and external stakeholders
- A good understanding of commercial and financial principles with the ability to apply these to improve performance
- Demonstrated innovative, multi-channel business model development with proven results
- Excellent interpersonal, communication and presentation skills, with the ability to deal with people at all levels internally and externally
- Excellent leadership and people management skills with the ability to lead, inspire and motivate a team
- Demonstrated initiative, proactivity and creativity in approach to work
- Strong planning and organisational skills with the ability to develop and deliver strategies and plans
- Competent analysis and report writing skills
- Demonstrated a commitment to delivering excellent customer service

WHAT YOU CAN EXPECT FROM US:

- We are a small business with a friendly office, full of people with passion for what they are doing. It is a lively and busy environment.
- We can promise that you will be challenged in your role!
- This is a chance to do something special, and work not only in the travel sector but also do something to help worthwhile causes.
- The potential to travel and experience our challenges
- Monday - Friday, 09:00 – 17:30hrs. Some weekend work will be required
- 24 Days holiday per year (plus bank holidays), plus an extra day for each extra year that you work up to maximum of 27 days.
- Competitive salary
- Company Pension and option to join discounted healthcare scheme