

**SALES DIRECTOR**

We currently have a requirement for a UK based Mice Sales Manager / Director to join our M.I.C.E. team at Horizons Scotland. The role focuses on developing our Incentive and Conference business.

Who we are and what we do:

Horizons by Tour Partner Group is part of Tour Partner Group – a specialised destination management company with offices in London, Dublin, Copenhagen and Pheonix. Tour Partner Group designs and creates group and individual tours to destinations in Northern Europe.

Horizons by Tour Partner Group specialises in Meetings, Incentives, Conferences & Events. Since 1989 Horizons by Tour Partner Group has organised a large variety of International Conferences, Meetings and Incentives.

Our previous clients include market leaders from all industries ranging from Pharmaceutical to Banking, Motoring and Technology. Our trusted relationships with hoteliers and other suppliers ensure that we can create world class events for the demanding MICE sector.

**Position:** Sales Director

**Location**: Scotland, UK

**Sector:** MICE (Meetings, Incentives, Conferences, and Events)

**Roles and Responsibilities:**

**Sales Strategy Implementation:**

Assist in the development and execution of the sales strategy to attract and retain MICE clients. Support the identification of target markets and contribute to the establishment of goals for market penetration and revenue growth.

**Client Relationship Management:**

Build and maintain strong relationships with corporate clients, event planners, travel agents, and other stakeholders in the MICE industry. Serve as a key point of contact for clients, ensuring high levels of customer satisfaction and resolving any issues that may arise.

**Business Development:**

Identify and pursue new business opportunities within the MICE sector in Scotland, England, Ireland, and the Nordics. Conduct market research to stay informed about industry trends

and competitor activities. Represent the company at industry events, trade shows, and networking opportunities to promote the business.

**Proposal and Contract Support:**

Assist in the development of proposals and presentations tailored to client needs. Support the negotiation of contracts, pricing, and terms with clients to secure profitable deals. Ensure all client agreements are met and delivered to a high standard.

**Team Support and Training:**

Work closely with the Sales Director to provide guidance, support, and performance feedback to the sales team. Participate in training sessions to enhance the team’s knowledge and skills in MICE sales and client management.

**Collaboration with Operations:**

Collaborate with the operations team to ensure seamless execution of MICE events and programmes. Coordinate with internal departments to align sales efforts with service delivery capabilities.

**Financial Monitoring:**

Assist in developing and managing the sales budget, ensuring efficient allocation of resources. Monitor sales performance and financial metrics, reporting on progress and making recommendations for adjustments as needed.

**Marketing and Promotion:**

Work with the marketing team to develop promotional materials and campaigns targeting the MICE market. Utilise digital marketing, social media, and other channels to raise awareness of the business.

**Customer Feedback and Improvement:**

Gather and analyse customer feedback to identify areas for service improvement. Implement changes and innovations to enhance the client experience and service offerings.

**Regulatory Compliance and Risk Management:**

Ensure all sales activities comply with relevant laws, regulations, and industry standards. Identify and mitigate risks associated with sales contracts and client engagements.

Qualifications and Skills:

* Proven experience in sales, preferably within the Travel, Hospitality, and MICE sector.
* Strong understanding of the MICE market in Scotland and the UK.
* Excellent interpersonal and communication skills.
* Ability to build and maintain strong client relationships.
* Demonstrated ability to support and motivate a sales team.
* Strong negotiation and contract management skills.
* Strategic thinking and problem-solving abilities.
* Proficiency in CRM software and sales management tools.
* Willingness to travel as needed to meet clients and attend industry events.

Desired Attributes:

* Passion for the travel and events industry.
* High level of professionalism and customer service orientation.
* Results-driven with a track record of meeting or exceeding sales targets.
* Adaptability and ability to thrive in a dynamic and fast-paced environment.

Application Process:

Interested candidates should submit their CV and a cover letter to [Sandra.nicholson@tourpartnergroup.com](mailto:Sandra.nicholson@tourpartnergroup.com) detailing their relevant experience and why they are a good fit for this role.