



# **Sales and Programming Executive**

## **(full time, permanent)**

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ALEXANDRAPALACE.COM  
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TRATION NUMBER: 281991



## ABOUT ALEXANDRA PARK AND PALACE

Alexandra Park and Palace is a major event, heritage and cultural destination in north London. It is a rare survivor of the great Victorian age of entrepreneurship, exhibition, and spectacle and was the birthplace of BBC Television in 1936.



In return for your hard work, we offer:

- Generous annual leave allowance – **28 days** (including 4 days that we set around Christmas closedown)
- Opportunity to enter a ballot for **free event tickets**
- **Discounts** across our on-site catering units
- Access to an **employee assistance programme**
- Training and development opportunities including access to **e-learning**
- Cycle to work scheme
- Eye care vouchers + more

## ROLE DESCRIPTION

The **Sales and Programming Executive** is a multi-disciplined role perfect for a team player with excellent organisation skills. The post holder will provide administrative support across several commercial teams acting as the first point of contact managing and directing calls and enquiries. This role is also responsible for coordinating small hires from sales enquiry through to contract and arranging site visit where necessary. Areas of Client responsibility may include small commercial film shoots, unit bases, small events, and Park events such as fun runs.

Experience of delivering excellent customer service and coordinating small events is essential and experience of using a CRM system or working in a sales environment or a multi-purpose venue is desirable.

The salary is circa **£30,000** pa

## HOW TO APPLY

To apply for the role of **Sales and Programming Executive** please send your **CV** and a **cover letter** outlining how you meet the requirements of the role to [recruitment@alexandrapalace.com](mailto:recruitment@alexandrapalace.com).

The deadline for applications is **Friday 16 May at 5pm**.

Please note that due to the volume of applications we can only provide feedback to those shortlisted for interview.

## OUR COMMITMENT TO EQUALITY AND DIVERSITY

We are committed to providing equality of opportunity and encourage job applications from people of all backgrounds. We strive to build a diverse and inclusive workforce that is representative of our community and helps us to deliver more for our visitors. We particularly encourage applications from candidates from ethnic minority backgrounds and candidates with disabilities.

<b>Job Title</b>	<b>Sales and Programming Executive</b>	
<b>Department:</b>	Sales / Programming	
<b>Responsible To</b>	Sales and Partnerships Manager	
<b>Responsible For</b>	No direct reports	
<b>Overall job purpose</b>	To provide comprehensive administration support to the Sales and Programming departments and to co-ordinate sales enquiries assisting the teams in working to achieve their sales, profit and service targets.	
<b>Key internal relationships</b>	Sales, Events, Marketing, Ticketing, Catering, Creative learning	
<b>Key duties and responsibilities</b>	<ol style="list-style-type: none"> <li>I. Provide comprehensive administrative support to the Sales, Programming and Commercial teams supporting the smooth running of departments. Tasks include but not limited to: <ul style="list-style-type: none"> <li>• Responsible for incoming enquiries through all platforms</li> <li>• Support in developing B2B plans for corporate and filming hires.</li> <li>• Ensuring online venue listings are kept up to date with relevant information and images</li> <li>• Develop department standard operating procedure</li> <li>• Responding to general issues and directing specific enquiries as appropriate upholding the delivery of excellent customer service.</li> <li>• Schedule and organise internal and hybrid meetings</li> <li>• Take minutes and follow up actions</li> <li>• Coordinate the return of signed contracts and manage a monthly contract audit</li> <li>• Monitor client feedback</li> <li>• Financial administration including processing purchase orders and delivery notes on the finance system</li> <li>• Desk research as directed and occasional cold calling</li> <li>• Support commercial team on specific projects</li> <li>• Update department spreadsheet</li> <li>• Manage guestlists including co-ordinating guestlist requests for public and inhouse events</li> <li>• Co-ordinate the circulation of the event schedule and send to external list monthly</li> <li>• Support with private function sheet (PFS) creation and circulation</li> <li>• Main point of contact between Commercial and Charity teams</li> </ul> </li> </ol>	45%
	<ol style="list-style-type: none"> <li>2. Coordinate commercial hires from enquiry through to diary management and contract, arranging site visits where necessary. Identify upselling opportunities and collate the paperwork and information required to brief the operational team ready for event delivery. This may include: <ul style="list-style-type: none"> <li>- Commercial film shoots</li> <li>- Unit base</li> <li>- Corporate events</li> <li>- Park / Fun runs</li> <li>- Farmers Market</li> <li>- Donor &amp; fundraising events</li> </ul> </li> </ol>	30%

	3. Maintain client and customer information accurately inputting data into the Customer Relationship Management (CRM) systems, Event & Venue Management System and Ticketing system (Spektrix) to generate department reports and be able to present and analyse key performance indicators (KPIs)	10%
	4. Support in the development of the department including improving tools and technologies	10%
	5. Attend networking and industry events including exhibitions and internal stakeholder & department meetings supporting the wider team to promote Alexandra Palace's offer driving new business and stakeholder engagement	5%

<b>Person Specification</b>	<u>Essential</u>	<u>Desirable</u>
	<p><b>Education / Qualifications / Memberships</b></p> <p>Educated to GCSE level <i>or equivalent</i> with Maths and English</p> <p>Able to speak English to a level that enables you to complete your job effectively</p> <p><b>Experience</b></p> <p>Experience coordinating and delivering small events</p> <p>Experience of working in venue sales environment</p> <p>Experience delivering excellent customer service</p> <p>Experience resolving customer enquiries face to face, on the phone and via email</p> <p>Experience of working in an office and performing some administrative tasks and duties</p> <p><b>Skills and Knowledge</b></p> <p>Confident telephone manner</p> <p>Strong written communication with good attention to detail and accuracy</p>	<p>Experience of working or volunteering at a multi-purpose venue</p> <p>Experience of using a venue and event management system</p> <p>Experience using a ticketing system</p> <p>Knowledge of Alexandra Palace's operations and events</p> <p>Understanding of financial processes and procedures</p> <p>Understanding of social media and its uses particularly Facebook, Instagram, and Twitter</p>

	<p>Excellent verbal communication skills with the ability to give clear instructions</p> <p>Highly organised with ability to manage a varied workload and prioritise effectively to meet deadlines</p> <p>Customer focused</p> <p>Team player with proactive approach</p> <p>Proficient knowledge Microsoft Office including Outlook, Word, Excel and Power point</p>	
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## **DIMENSIONS**

### **Financial responsibilities**

*Finance Processor* – the post holder is expected to carry out financial administration tasks under the direction of the Senior Account Manager

### **People management responsibilities**

The post holder has no direct reports but may occasional be required to brief a team

## **GENERAL OBLIGATIONS**

### **i. Health and Safety**

All employees have a legal duty to ensure the health and safety of people at work and members of the public on site in accordance with H&S legislation and AP policy.

### **ii. Equality and Diversity**

Alexandra Palace is committed to the fair treatment of all our staff. We are committed to giving equal access to recruitment and selection, promotion and career development, training, pay and benefits.

We will provide reasonable support to disabled applicants throughout the recruitment process. If you feel that you need any additional support or reasonable adjustments to take part in the interview process, please contact the HR team

### **iii. Safeguarding**

Demonstrate commitment to safeguarding of children, young people, and adults at risk.

### **iv. GDPR**

To handle personal data in accordance with the organisation's data protection policy and to record all processing activities in the organisation's data register where appropriate.

### **v. Sustainability**

We are committed to a Sustainability strategy and policy, working towards finding new, innovative, and economical ways to stay green.

## **CUSTOMER SERVICE STANDARDS**



## VALUES AND BEHAVIOURS

1. We are Collaborative
2. We are Bold
3. We are Open and Genuine
4. We are Passionate and Fun
5. We are Resourceful

### The Core Competency Framework

Each competency has an overall description. It is then broken down by level into “We will” and “We won’t” indicators. This role is a level 1 (of 4) and therefore should be demonstrating behaviours at **level 2**.

#### 1. We are **COLLABORATIVE**

“We work as one team, sharing ideas, knowledge and insight to achieve our common purpose”

	We Will	We Won't
Level 2	<ul style="list-style-type: none"> <li>• Work with other teams to raise and solve issues</li> <li>• Hold regular meetings to gain team input</li> <li>• Be visibly available to my team</li> <li>• Book weekly catch ups with other teams</li> <li>• Think and act as one organisation</li> <li>• Pro-actively talk to others rather than sending emails</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage silos or working in isolation</li> <li>• Think our work is more important than that of other teams</li> <li>• Make decisions without consulting other teams that may be impacted</li> </ul>

#### 2. We are **BOLD**

“We are bold and we embrace change – we constantly look for new opportunities and innovative ways of doing things”

	We Will	We Won't
Level 2	<ul style="list-style-type: none"> <li>• Try new ideas and think outside the box</li> <li>• Look for possibilities and opportunities everywhere – taking time to think creatively</li> <li>• Have faith in my ideas and find my voice</li> <li>• Encourage the ideas of others more often</li> <li>• Utilise the experience of the whole team</li> <li>• Strive to improve the customer experience</li> <li>• Encourage others to see mistakes as learning</li> </ul>	<ul style="list-style-type: none"> <li>• Say “I can do better” but then do nothing</li> <li>• Accept something just because it is the way it's always been done</li> <li>• Shut down ideas without thinking about the pros and cons</li> <li>• Resist change because it is too challenging</li> <li>• Think “I can't do it”</li> <li>• Say “No” but not explain why</li> </ul>

#### 3. We are **OPEN AND GENUINE**

“We are inclusive and diverse - welcoming all through our doors. We are genuine - we do what we say we will and do it in a way that is in line with our values.”

	<b>We Will</b>	<b>We Won't</b>
<b>Level 2</b>	<ul style="list-style-type: none"> <li>• Get to know my team members</li> <li>• Be human – show empathy and care for others</li> <li>• Thank people and make them feel good</li> <li>• Accept all - embrace different points of view</li> <li>• Confront difficult situations with openness, sensitivity, care and empathy</li> <li>• Pro-actively address exclusion and discrimination</li> </ul>	<ul style="list-style-type: none"> <li>• Exclude people because I find them difficult or challenging</li> <li>• Ignore or belittle the ideas or thoughts of others</li> <li>• Allow our own view to prevail not taking into account differences of opinion or approach</li> <li>• Tolerate exclusion or discrimination</li> <li>• Delegate to the same people as they always say “Yes” and avoid delegating to others</li> </ul>

#### 4. **We are PASSIONATE & FUN**

“Our job is to put smiles on people’s faces, by being engaged and passionate about all that we do. We deliver our purpose with fun and enjoyment”

	<b>We Will</b>	<b>We Won't</b>
<b>Level 2</b>	<ul style="list-style-type: none"> <li>• Act as a role model for others by demonstrating passion for my job and energy every day</li> <li>• Go the extra mile – setting an example for the team</li> <li>• Make time to celebrate success</li> <li>• Inspire, develop and build my team</li> <li>• Focus on delivering quality for myself and my team</li> <li>• Create a culture of fun so that we can all enjoy what we do</li> </ul>	<ul style="list-style-type: none"> <li>• Act negatively - moaning and criticising</li> <li>• Forget to celebrate</li> <li>• Just do the minimum to get by</li> <li>• Accept negativity or inappropriate behaviours in our teams</li> </ul>

#### 5. **We are RESOURCEFUL**

“We use what we have creatively to get the best results possible, solving problems and overcoming difficulties”

	<b>We Will</b>	<b>We Won't</b>
<b>Level 2</b>	<ul style="list-style-type: none"> <li>• Bring solutions not just problems and complaints</li> <li>• Take a “see it and own it” approach</li> <li>• Make smart use of our resources</li> <li>• Actively look outside for new ideas and research</li> <li>• Attend and encourage others to attend training and conferences and bring back new ideas</li> <li>• Understand what generates profit</li> <li>• Free up budgets to spend where most needed</li> <li>• Empower and coach my team to come up with their own solutions</li> <li>• Make use of people’s skills from outside of work as well as at work</li> </ul>	<ul style="list-style-type: none"> <li>• Use resources just because we have them</li> <li>• Say “no” just because of lack of resource</li> <li>• Just go for quick wins because they are easy</li> <li>• Allow wastage in our work areas</li> <li>• Take on too much at once</li> <li>• Create a stressful environment for myself or those around me</li> </ul>

#### **JOB APPLICANT PRIVACY NOTICE**

As part of any recruitment process, Alexandra Palace collects and processes personal data relating to all job applicants. Alexandra Palace is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations. For further information please see our job applicant privacy notice on our website: <https://www.alexandrapalace.com/about-us/jobs/>