



THE WORLD'S ONLY OFFICIAL  
GAME OF THRONES STUDIO TOUR

SHALL WE  
BEGIN



REPORTING TO  
Head of Operations

# EVENT SALES MANAGER

REF : ESM1925

## INTRODUCTION

### ABOUT THE STUDIO TOUR

Game of Thrones Studio Tour, located in Banbridge, Northern Ireland, was once a bustling linen mill factory, first constructed in the 1900s. In 2011, and after the linen industry had moved offshore, the site became a principal studio location for HBO's Game of Thrones.

Working in partnership with HBO and Warner Bros Discovery, Game of Thrones Studio Tour began development after Game of Thrones, Season 8 wrapped in 2019. The Studio Tour opened in February 2022 and is the world's only Game of Thrones Studio Tour.

Game of Thrones Studio Tour aims to celebrate and inspire the next generation of film makers and creatives, whilst making conscious efforts to leave our working environment in a better position for the future.

## OUR VALUES

### OPENNESS

To be open-minded and respectful of other communities and beliefs

### ACHIEVE

To achieve high customer satisfaction, always going above and beyond for our visitors

### TRUST

To foster a positive environment where there is trust in each other and the community

### HONOUR

To honour our duty to protect and respect the environment and everyone in it



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REPORTING TO  
Head of Operations  
Full time permanent (39 hours per week) working Mon-Fri  
£35k - £40k per annum + Sales Bonus Scheme



## THE ROLE

We are currently seeking a passionate, energetic and dynamic Event Sales Manager to join the sales team. Reporting to the Head of Operations, this is a vital role within the team to drive event sales, provide operational and administrative support for our B2B travel trade partners and clients globally and this will involve frequent travel nationally and internationally.

## ROLE SPECIFICATION

In collaboration with Warner Media, Linen Mill Studios has developed the world's only licensed Game of Thrones Studio Tour at their Banbridge studios where a significant proportion of the globally renowned series was filmed.

This brand new 'world-class' attraction immerses guests in the fantasy and intrigue surrounding the series through an unparalleled presentation of original sets, costumes and artefacts, together with insights into the skills applied in creating Game of Thrones. Game of Thrones Studio Tour delivers an exceptional visitor experience as well as a deep understanding of the quality of production that produced one of the most watched tv series of all time.

Our team plays a pivotal role in ensuring that Game of Thrones Studio Tour is internationally recognised as a must-see attraction and by making an important contribution to our core mission, vision and values.

This post represents an outstanding opportunity to join a committed and enthusiastic team.

**Job Role:** Event Sales Manager

**Location:** Linen Mill Studios, Banbridge, Northern Ireland

**Responsible to:** Head of Operations

**Responsible for:** Driving events within the venue

**Contract:** Full time permanent role working 39 hours per week Monday-Friday including evening and weekend work when required and to attend travel trade events and functions as required.

**Salary:** £35k - £40k per annum  
Sales Bonus Scheme

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### ROLE SUMMARY

The ideal candidate will have a positive can-do attitude and love working as part of a busy team. Boundless energy, commitment and enthusiasm is required to help build and nurture the reputation of this world-class visitor experience.

The candidate will have responsibility for our individual and Group client databases via our travel trade partners and business network. You will support interdepartmental operations, mostly with, but not limited to, the marketing, visitor services, food and beverage and finance teams to ensure efficiency throughout, and to primarily deliver a smooth customer journey.

### TOP 3 ACCOUNTABILITIES

- Relationship management
- Sales
- Deliver on key commercial KPIs

### KEY DUTIES AND RESPONSIBILITIES

- Develop and establish sound, effective and professional relationships with all current and prospective corporate, community, and wedding event contacts.
- Responsible to generate leads, convert event sales and respond to event and group sales inquiries and provide proposals and follow-up as required.
- Day to day key account management of our partnerships.
- Deliver service excellence across all touchpoints.
- Effective administration management.
- Responsible for achieving agreed KPIs
- Maintain up to date client database and CRM system.
- Participate fully in all associated event sales activities including research, telesales, market engagement, client entertaining, social events, promotions, and familiarisation visits.
- Assist and support the annual ticket allocation and commission review for travel trade partners.
- Generate reports, attend and contribute at meetings as requested.
- Research and identify sales trends and new sales channels with recommendations.

### ESSENTIAL SKILLS & EXPERIENCE

- Minimum two years' experience in a sales role within the hospitality sector, ideally within a visitor attraction, hotel or venue environment.
- Proven track record of delivering sales, achieving targets and maintaining sales growth.
- Ability to generate new leads and build strong relationships with new and existing trade clients.
- Experience in negotiation and agreeing contracts.
- I.T. / Microsoft Office proficient; comfortable with learning new software as the business and role requires.
- Proficiency in Power-point and strong presentation skills.
- Interpersonal skills: a 'people-person', confident and at ease with meeting people, building successful business relationships, and fulfilling commitments made.
- Excellent planning and organisational skills.
- Excellent verbal and written communication skills, with attention to detail and precision, fluency in spoken and written English.
- Excellent organisation, co-ordination, prioritisation and time management skills.
- Ability to thrive in a busy and challenging environment whilst working to tight deadlines.
- The role will involve travel; candidates must have access to a car when needed for sales calls and hold a full Driver's Licence.

# GOT WHAT IT TAKES?

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## PERKS OF THE ROLE

An excellent opportunity to join a world class visitor attraction - Game of Thrones Studio Tour.

- Competitive salary
- Free car parking
- 34 days annual leave
- GOTST retail discount
- Pension contributions
- Health & Wellbeing Plan
- Complimentary friends & family GoTST tickets

## HEALTH & SAFETY

In accordance with the company's Health & Safety policy, all employees have the following duties under Article 8 of the Health and Safety at Work (Northern Ireland) 1978:

- Be personally responsible to take due care of the health and safety of themselves and to ensure that they do not endanger other people by their acts or omissions.
- Must fully co-operate with the organisation and undertake any training required in order that it can comply with the legal requirements placed upon it and in the implementation of this policy.

## GDPR

In accordance with the requirements of the EU General Data Protection Regulations (GDPR), the Data Protection Act 2018, the appointed person must be compliant with all company policies and procedures in relation to the secure collection, processing and storage of personal data.

## PERSONAL QUALITIES

Team members of Linen Mill Studios showcase the following qualities :

### 1. Diversity

Be able to integrate within a culture of diversity, respecting and appreciating colleagues and having an inclusive and respectful approach to others.



### 2. Positivity

Be self-motivated, passionate and contribute positively to the working environment.



### 3. Teamwork

Demonstrate strong teamwork with fellow colleagues, using areas of personal strength to support the team effort.



### 4. Creativity

Be open to continuous growth and improvement within a culture that promotes innovation and values creativity to drive positive change.







GAME OF THRONES



STUDIO TOUR



BEGIN YOUR JOURNEY



THE SEVEN KINGDOMS  
REVEALED





BEYOND EVERY DOOR  
A NEW EXPERIENCE



AWAITS ... YOU

SEND YOUR CV TO JOIN THE ADVENTURE  
EMAIL : [HR@GOTSTUDIOTOUR.COM](mailto:HR@GOTSTUDIOTOUR.COM)