**Job Description**

**JOB TITLE:**  **Sales & Fulfilment Co-ordinator**

**Reports to:** **Senior Sales & Marketing Manager**

**Grade:** **Admin A2**

**Safety Status:** **Non-Safety Critical**

**Date version agreed:**

1. **Job Purpose**

To provide sales figures evaluation to support the sales team in reaching their targets and substantiating their revenue position, by helping to analyse the needs of customers, research the market, and present related travel products or services to customers in a professional manner.

Responsible for all activities on the fulfilment of the Student Season Ticket, Business Travel and Group Ticket bookings, including end-to-end booking transaction process, receiving and processing all the way through delivery.

***2.* Safety Details**

A; This role requires security clearance (for e.g. running of special trains) YES/NO

B; This role is required to hold relevant Track Safety Competence (PTS) YES/NO

C; This is a Safety Critical Work Post YES/NO

D; This is a ‘Key Safety Post’ YES/NO

E; Reference to this post is included in the Company Safety Certification documents YES/NO

F; This role manages employees (undertakes specific tasks indicated in the occupational & operational standards manuals) YES/NO

G; This role manages locations (undertakes specific tasks indicated in the occupational & operational standards manuals) YES/NO

**3. Dimensions**

**A. Financial:**

N/A

**B. Staff:**

**N/A**

**4. Principal Accountabilities**

* Support all activities on the fulfilment of the Student Season Ticket, Business Travel and Group Ticket bookings
* Provide support for proactive sales of Group Ticket Bookings working closely with the Sales & Partnerships Manager
* Provide help desk support and customer service across multiple communication channels to help our current and prospective customers complete their booking transactions
* Be a booking system expert across multiple booking systems to provide support to the sales team
* Provide sales figures analysis and evaluation periodically to support the sales team in reaching their targets and substantiating their revenue position
* Support the sales team to identify and drive new revenue opportunities across all the sales products both online and at in person sales events
* Provide cross cover for the other members of the sales team in busy sales periods A highly organised individual who can handle multiple projects at any one time with the ability to decipher multiple pieces of information and provide clarity where needed
* Provide clear communication across written and verbal channels, to start a proactive conversation with a friendly and proactive approach to customer service
* Communicate directly with a large range of learning establishments, local businesses and other key stakeholders to open channels to promote the Student Travel Product / Just Business
* Grow WMTs key contact database and ensure this is kept up to date.
* Identify and progress new revenue opportunities across the Student Travel Product and Just Business with support from the Sales and Partnerships Manager.
* Provide administrative support on the Just Business travel helpdesk, as and when needed, reacting to incoming customer enquiries and working through to a positive solution.
* Work closely with all internal departments to ensure a collaborative approach to pricing, customer service and sales
* Support the sales department on existing and new partnership connections, providing administration support across all sales channels and also support the Group Booking function.
* Provide cover across the sales team to support the target driven sales team to reach their goals

**5. Context**

**A: Operating Environment:**

Hybrid working, including 134 Edmund Street, Birmingham. With the occasional need to attend events.

**B: Framework and Boundaries:**

**6. Relationships**

**A: Reporting lines – Senior Sales & Marketing Manager**

**7. Knowledge and Experience**

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| * Experience in sales and management, public relations, retail marketing and other related positions in the commercial industry. |
| * Proven experience within a busy sales and marketing environment - managing several accounts or products and numerous customer relationships at any one time. |
| * Highly organised with ability to manage multiple projects at any one time with the ability to decipher multiple pieces of information and provide clarity where needed. * Analytical thinking with a high attention to detail. * Personable and articulate; strong interpersonal skills * Excellent and confident communicator across written and verbal channels, with the ability to start a proactive conversation with a friendly and proactive approach to customer service * Experience in customer service is advantageous * Outstanding organisational abilities to support a busy sales team across multiple products and projects |
| * Logical thinker with an organised approach and the ability to work both collaboratively within a high performing team but also on an individual basis across an allocated travel product. |
| * Able to priorities multiple workstreams to ensure deadlines are met. |
| * Strong writing skills with the ability to clearly communicate information/ideas. |
| * Clean and valid Driving License, with access to a car and comfortable with driving, along with travelling by train across the geographies we serve. |
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**8. Job Challenge(s):**

**Safety & Environmental Safety Responsibility Statement**

It is the line manager’s responsibility to ensure that the post holder is fully briefed and responsibilities are clearly understood by the post holder.

This statement must be amended and accepted:

1. Wherever responsibilities are changed;
2. In response to an accident or incident;
3. In response to external changes to Health and Safety and Environmental Legislation; *and/or*
4. Following annual review.

## General Responsibilities

Overarching Safety and Environmental Responsibilities are as follows:

1. You must take reasonable care for your own health and safety and of persons who may be affected by your acts or omissions at work;
2. You must co-operate on matters regarding safety and health;
3. You must not interfere with anything provided in the interest of health and safety – for example override safety features of equipment;
4. You must follow the training you have received when using any work items your employer has given you;
5. Tell someone (your employer, supervisor or health and safety representative) if you think the work or inadequate precautions are putting anyone’s health and safety at serious risk;
6. You must support the business in achieving its objectives laid out in its latest Environment & Energy Policy.

Further Safety and Responsibilities that apply to all West Midlands Trains employees are set out below, in sections which correspond with the West Midlands Trains Safety Management system.

You must take reasonable care for your own health and safety, and of persons who may be affected by your acts or omissions at work.

1. **Policy, Leadership and Resourcing**
   1. You must understand and comply with the Refusal to work on the grounds of health and safety policy.
   2. You are responsible for attending the following safety and / or environmental related meetings:

E.g. Sustainability Action Group, SEMG

List meetings here

☐ None apply

* 1. You must comply with the West Midland Trains policy on the use of mobile phones when driving on company business.

1. **Employee training**
   1. You must attend the necessary safety and/or environment training courses within 3 months of appointment (or as soon as practicable thereafter).
2. **Planned Inspections**
   1. You must comply with the procedures which exist to remedy substandard acts and conditions found in the workplace.
3. **Accident and incident investigation**
   1. You must ensure that all personal accidents and near misses are reported to your supervisor or Control as detailed on the health and safety notice board.
   2. You must ensure that all personal accidents are reported and investigated as detailed in the Accident/Incident Reporting and Investigation standard.
4. **Emergency planning and Security**
   1. When working at static locations you must ensure that you understand the local emergency plan at each location at which you are required to work. Local emergency plans are detailed on safety notice boards.
   2. You must understand and comply with your obligations regarding security checks, suspect packages, bomb threats and explosions as detailed in the Occupational Standards Manual.
5. **Rules Competencies, Permits and Licences**
   1. You will receive an assessment of competence in the rules, regulations and instructions which apply to your post. The initial and subsequent assessments will be given by qualified trainers/assessors. Competence processes will lead to certification. You must ensure that you maintain your own competence in rules, regulations and instructions for the post that you hold.
   2. You must be in possession of the necessary publications, as detailed by your manager or supervisor before you take up your post.
   3. You may be required to drive motor vehicles owned, hired, or leased by West Midland Trains. You must not do so unless in possession of a valid license appropriate to the vehicle being driven. You must be insured to use that vehicle and fully comply with the Authority to Drive procedures, carrying the appropriate authority card.
6. **Communications**
   1. You must ensure that you attend regular briefings which cover safety and environmental issues.
   2. You must attend any local job induction training session on your first day at a new location.
7. **Auditing and safety Check**
   1. You must ensure that substandard conditions found by you in workplaces are reported to the appropriate line manager or Control without delay.
   2. You must ensure that any practices undertaken that do not align to current policies or standards are reported to your Line Manager or Control without delay.
8. **Promotion of Environment & Safety Issues**
   1. You must ensure that you are aware of the location and are familiar with the contents of the safety and environment notice board.
9. **Health Controls**
   1. You must understand and comply with the alcohol and drugs policy as detailed in OCC-205 Alcohol and Drugs and other policy documents.
   2. You must understand and comply with the standard for Control Of Substances Hazardous to Health (COSHH).
   3. You must understand and comply with the standard for Control of Asbestos.
   4. You must understand and comply with company standards for management of cases of occupational ill health.
   5. You must understand and comply with the standard for Staff Care and Support System (SCASS).
10. **Personal Protective Equipment (PPE)**
    1. You are responsible for wearing the required PPE as directed by the local manager or supervisor when visiting locations where it is required.
    2. You will be issued with PPE on a personal basis.
11. **Purchasing, Procurement and Management of Contractors**
    1. You must understand and comply with the company standards for purchasing, procurement and stores provision as produced by the Head of Procurement.
    2. You must understand and comply with the company standard for managing contractors.
12. **Environment**
    1. Where your role has an impact on the Environment you must ensure that you are familiar with the contents of all relevant Environmental standards, including but not limited to the Environmental & Energy Management System Manual.

## Specific Responsibilities

Your specific safety and environmental responsibilities are set out below, in sections which correspond with the safety management system.

## Safety Responsibility Statement Acceptance

I acknowledge the receipt of the job description and statement of the safety and environment responsibilities associated with my post. I understand these responsibilities, which have been explained to me. Training needs have been identified and agreed.

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| Signed: |  | Job title: |  |
| Name: |  | Location: |  |
| Date: |  |  |  |

I have explained the Safety and Environmental Responsibilities associated with the role of *(insert role title)* to the role holder and am satisfied that they understand these responsibilities. Training needs have been identified and timescales for such training have been identified.

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| --- | --- | --- | --- |
| Signed: |  | Job title: |  |
| Name: |  | Location: |  |
| Date: |  |  |  |

## Review

This statement will be reviewed annually.

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| Date Due: |  | Date Reviewed: |  | Post Holder Signature: |  | Line Manager Signature: |
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