

JOB DESCRIPTION AND PERSON SPECIFICATION

Senior Sales Executive

Department	Accommodation, Sales & Events
Salary	£33,951 - £39,906 per annum (discretionary to £43,482 per annum), depending on qualifications and experience. Grade 6 of the University Salary scale. In addition, Wadham College also pays full-time staff a further £1,730 Oxford Weighting per annum
Hours	Due to the level of the post the hours of work are not prescriptive, and the post holder is expected to be flexible to meet the demands of the role (no less than 37.5 hours a week). Normal office working days are Monday to Friday. Additional hours will be compensated by time off in lieu.
Contract type	Permanent, following satisfactory completion of a 6-month probationary period
Reporting to	Head of Accommodation, Sales & Events
Contact	The post-holder will work closely with the Warden and his Executive Assistant, Sales & Events Executives, Accommodation and Events Officer, Sub Warden, Domestic Bursar, Deputy Domestic Bursar, Development Director, Chaplain, Cellarer, Head of Departments, and other Fellows and staff of the College for a variety of events.
Additional information	Annual leave entitlement will be 30 days including the College's closed periods of five days at Christmas, plus bank/public holidays. Due to operational requirements, you may be required to work on any of the bank holidays or weekends, for which time off in lieu will be provided. Parking is not available; however the College provides a bus pass scheme and a designated area for bicycles. Further details on staff benefits can be found on the back page
Start Date	As soon as possible
	 We are a certified Oxford Living Wage employer  INVESTOR IN PEOPLE

Wadham College

Wadham is one of the largest of the colleges of the University of Oxford, with approximately 450 undergraduates, 170 postgraduates, around 70 Fellows and over 100 staff. Founded in 1610, Wadham celebrated its 400th anniversary in 2010. It has an annual turnover of some £10M and reserves in excess of £100M.

Wadham attracts undergraduate and postgraduate students from a wide range of backgrounds thanks to its informal atmosphere, academic strength, historic environment and the open-minded, progressive and socially aware attitude of its community. Wadham College is proud to be a Living Wage employer since April 2015 and an Oxford Living Wage employer since June 2022. The College has been awarded Investors in People since 2003.

The College's Governing Body consists of the Warden and Fellows and is chaired by the Warden. From 1 September 2021 Robert Hannigan (Classics, 1983) became the new Warden and was Director of GCHQ, the UK's largest intelligence and cyber security agency from 2014-2017.

More information about Wadham College can be found at www.wadham.ox.ac.uk

General Overview

The Senior Sales Executive, supported by the Sales & Events team, and working alongside of the Head of Accommodation, Sales and Events are responsible for the delivery of the annual sales and events budget, maximising the revenue for the college and assisting with the running of commercial events at Wadham sites within the Oxford area.

Wadham College's annual revenue from sales and events brings in over £2.3m income for the College and the intention is for this to increase over the next 5 years. The Senior Sales Executive will as part of the wider team ensure that a comprehensive service is provided for all College events from initial inquiry through to distribution of details to domestic staff and eventual preparation of final invoice for the accounts department. Strategic planning will be a key aspect of the role whilst undertaking market research to analyse new proposals.

The successful candidate will have the abilities to perform the duties of the post as outlined above and, in the responsibilities, included below.

Responsibilities and duties

Sales and Marketing

1. Responsibility with the Head of Accommodation, Sales and Events for assisting in the delivering the annual sales and events budget in order to maximise revenue to the College, reduce expenditure and achieve annual targets.
2. Play a significant part in the strategic planning processes for the College's commercial events activities undertaking market analysis, developing proposals and producing feasibility analyses.
3. Building of new business opportunities through the design and implementation of a rolling marketing and business development strategy for the department.
4. Development and implementation of specific sales strategies for unique College assets, including the Dorothy Wadham Building, Merifield, the Holywell Music Room, the Access Centre and newly refurbished luxury bedrooms.
5. Deliver strong bedroom occupancy during out of term periods with demonstrable year-on-year growth in occupancy and revenue.

6. Proactive outreach to large residential groups to secure profitable business partnerships that return each year.
7. Growing our sales pipeline, generating leads and converting enquiries through active, prompt and skilled engagement with opportunities and general relationship building with clients.
8. Designing and implementing strategies to generate further residential enquiries.
9. Develop our Bed and Breakfast provision, including managing availability accurately and in a timely manner seeking to maximise occupancy of available rooms.
10. Active engagement with Conference Oxford to place Wadham at the forefront of their marketing activities and be their first port of call for referrals.
11. Remain current on emerging market trends to keep up with the competition and continue to meet sales goals and initiatives.
12. Development of an active marketing campaign in collaboration with the College's Communications team, considering online presence, promotional activities and a communications timeline with appropriate lead-times for conference periods.
13. Work with the Head of Accommodation, Sales and Events and the Head of Communications to promote events at Wadham, to update the Wadham website event pages, and to maintain positive online presence on the website and through associated social media.

Customer and Client Liaison

14. Play a key front-line role in hosting conference events, meet with event organisers at regular intervals during their event and ensure everything is exceeding expectations.
15. Ensure conference organisers are fully briefed on the Fire Evacuation process, relevant Health and Safety procedures and other relevant information, as per College procedures
16. Be an active presence and support in hosting high value groups (including at Dorothy Wadham Building and Merifield sites during the summer period) to strengthen the customer service provision.
17. In conjunction with the Head of Accommodation, Sales and Events, ensure the department delivers outstanding customer service to external customers. Evaluate feedback and the service delivered and identify opportunities and action any areas for improvement.
18. Professionally communicate and meet with potential clients, including the delivery of presentations where necessary and hosting show rounds of College.
19. Work proactively, to foresee any potential issues and to think strategically about contingency plans and communicate them effectively.

Administrative Support

20. Assist the Head of Accommodation, Sales and Events as necessary in the production of financial and written reports relating to commercial operations including progress summaries, revenue, occupancy and profit forecasts.
21. Ensure a fully up to date Event Management System is maintained for all bookings and ensure operational departments are fully informed of the requirements and needs of clients, keeping teams regularly updated on changing details.
22. Day to day administrative work associated with the updating and production of menus, invitations, notices, function lists, lunch and dinner lists, seating plans, orders of service, wine lists etc. There will also be the requirement for practical organisation of menu printing, flowers, place-cards and signage.
23. Maintain the events diary, booking rooms for all events and co-ordinate with clients and College departments.
24. Ensure that all relevant health and safety documentation, PL insurance, performing rights forms and Risk Assessments are provided by event organisers, as required and that events are compliant with the College's licence.
25. Administer proposals, quotes and invoices to clients and coordinate with Finance department.

General Duties

26. Work with the College Office to support Wadham's commitment to fair access and support the primary academic and charitable objectives of the College.
27. Ensuring the activities of the Accommodation, Sales & Events office are in line with the College policies.
28. To comply with College data protection and information security policies and ensure processes and communications conform to College GDPR (General Data Protection Regulations).
29. Deputise for the Head of Accommodation, Sales and Events in times of absence.
30. To undertake any job-related training requested by the College.
31. To work as part of a busy team and be flexible and willing to help colleagues when required.
32. To attend College meetings and regular departmental meetings.
33. To undertake any other duties commensurate with the role.
34. To maintain strict confidentiality at all times.

PERSON SPECIFICATION

Essential

1. Educated to degree/diploma level or relevant experience in relation to the role.
2. Experience of event management in a relevant sector or hospitality sector.
3. Proven ability in significantly steering strategy and business development to deliver significant revenue growth in a complex operation
4. Significant experience in sales and event management within the hospitality sector or similar commercial environment
5. Experience in short and long term financial budgeting and forecasting with excellent numerical, analytical and reporting skills
6. Experience of preparing and delivering presentations to key clients and agents
7. Excellent customer service, negotiation and relationship building skills and ability to confidently deal with people at different levels
8. Ability to work effectively under pressure and to multi-task, exercise good judgement and prioritise
9. Ability to work occasional evenings and weekends, as required.
10. Proven ability to translate creative ideas into practical solutions, using initiative and foresight to overcome adversity, whilst anticipating potential challenges and preparing contingency plans
11. Flexible approach to ensure the best standards and service delivery
12. Excellent organisational, administrative and negotiation skills.
13. Excellent IT skills with experience of using Microsoft Outlook, Word and Excel, and website development
14. An understanding of the importance of data protection and GDPR and ability to follow policies and procedures in relation to this.
15. Professionalism with excellent written, oral, presentation and interpersonal skills
16. IT systems experience (e.g. PMS, Event Management and CRM systems)

Desirable

1. Experience of working in a Higher Education establishment.
2. Experience in revenue management and short stay lets.
3. Previous experience of staff supervision or the demonstrable ability to do so.

APPLICATION PROCESS

Applicants are asked to complete an application form, including the contact details of two individuals willing to act as referees:

1. The first referee should be the applicant's current or most recent a former line manager, Head of Department or someone with supervisory responsibilities
2. The second referee should ideally be a former line manager, Head of Department or someone with supervisory responsibilities from a different establishment than the first referee.

Applicants should ensure that they outline the reasons for their interest on the application form and the qualities they feel would make them particularly suitable for this position. Applicants will be judged on their completed application form and how they meet the selection criteria outlined above.

The deadline for receipt of applications is **12 noon on 4 November 2025**. Shortlisted applicants will be notified thereafter for interview and all applicants will receive a response as soon as possible (usually within three weeks). Applications should be sent to: jobvacancies@wadham.ox.ac.uk or alternatively the HR Manager at Wadham College, Parks Road, Oxford, OX1 3PN.

Shortlisted applicants will be notified thereafter for interview and all applicants will receive a response as soon as possible (usually within three weeks). Applications should be sent to: vacancies@wadham.ox.ac.uk or alternatively the HR Department at Wadham College, Parks Road, Oxford, OX1 3PN.

Special Arrangements

The College welcomes applications from candidates who have a disability. These documents will be made available in large print, audio or other formats on request. Applicants invited for interview will be asked whether they have any special requirements to make the interview more convenient and effective for them.

Data Protection

Information regarding the way we process your personal data, as part of the General Data Protection Regulation (GDPR) and Data Protection Act, can be found at on our website at: <https://www.wadham.ox.ac.uk/gdpr-framework>. This includes a copy of the Privacy Notice for Job Applicants.

Wadham College Equality Statement

Subject to statutory provisions, the aim of our policy is to ensure that no applicant, student, or member of staff will be discriminated against on the basis of age, disability, gender reassignment, marriage or civil partnership, pregnancy or parenthood, race, religion or belief, sex, or sexual orientation, or be disadvantaged by conditions or requirements which cannot be shown to be permitted by law.

Values Statement

Wadham has a cherished tradition of being at the forefront of advancing equality of opportunity, and celebrates vigorous debate, independent thought, and academic excellence. We seek to create a welcoming, accessible, and secure environment in which to work, study, live, and visit. Our community embraces people of all ages, backgrounds, races/ethnicities, nationalities, beliefs (including religious beliefs), genders, sexualities, dis/abilities, and appearances. This inclusiveness, underpinned by mutual respect and consideration, enriches us all.

BENEFITS OF WORKING AT WADHAM COLLEGE

Training and Development Opportunities	Further details can be found at: https://pod.admin.ox.ac.uk/learning-and-development-opportunities-professional-services-staff-0
Free Staff Meals	If you work longer than a 6-hour shift then you are normally entitled to one meal on duty free of charge at the main College site (Parks Road) if the kitchen is open and operational. It is up to the Head of Department whether this is breakfast, lunch or an evening meal. Please be aware that there is no cash equivalent or allowance for meals missed or when the kitchen is closed.
Employee Assistance Programme (EAP)	An EAP is a confidential employee benefit designed to help you and your immediate family deal with personal and professional problems that could be affecting your home life or work life, health, and general wellbeing. A 24/7 helpline is available to assist you which can provide counselling support as well as a smartphone app and wellbeing portal to access further information.
Corporate Discounts (through the University of Oxford)	Below is an example of the discounts available (this list is not exhaustive) • 10% discount in some University shops • Free entry to Oxford colleges and libraries which charge for admission • Discounted computer software from the University Computing Service • Free access to the University Botanical Gardens • Discounted membership of the Iffley Road gym and swimming pool
Access to Wadham Gardens and Leisure Facilities	Staff may use the gardens at Wadham, sports ground pitches and tennis courts (located on Marston Ferry Road, Oxford). Wadham College hires a punt annually from the Cherwell Boat House which staff are permitted to hire for a small fee and a squash court is also available within the College. The University Club provides social, sporting and hospitality facilities. It incorporates a Club bar, a cafe and sporting facilities, including a gym.
Staff Entertainment	The College arranges social events including charity raffles, coffee mornings, cake sales, quiz nights, staff Christmas party and children's Christmas party.
Pension	The University offers generous occupational pension schemes for eligible staff members. Opportunity to join the Oxford Staff Pension Scheme (OSPS). Details are available online at: https://finance.admin.ox.ac.uk/osps General information about university pensions can be found at: https://finance.admin.ox.ac.uk/pensions
Travel	The College offers travel schemes and public transport travel discounts to staff. Full details are available from the College.

Nurseries and childcare	The University offers quality childcare provision services at affordable prices to College staff. For full details about the services offered, please visit https://childcare.admin.ox.ac.uk/home . Due to the high demand for nursery places there is a long waiting list, although Wadham offers a limited number of places on a sponsored priority scheme to help reduce the waiting time.
Private Medical Insurance	The Oxford Colleges' Healthcare Scheme is available to eligible staff and further details are available from the College. Members of staff are expected to contribute to the scheme.
Discounted Guest Rooms	Staff may on occasion book a room at Wadham College, subject to availability. Staff are entitled to receive a discount on accommodation during our College vacation periods, subject to terms and conditions.