



Job Description

Champing™ Business Development Officer

Purpose:	To help deliver revenue growth and support the development of our Champing™ tourism business. To help organise the operational delivery of the business on a day-to-day basis.
Responsible to:	Head of Enterprise
Number of hours:	Full time (36 hours net)
Location:	London / Home based

Introduction

The Churches Conservation Trust is one of the UK's leading national heritage charities, responsible for helping local communities look after and love their historic place of worship. We have over 350 historic churches in our collection, in some of the most idyllic town and country settings, and around two million visitors per year, supported by 1,700 volunteers. Champing™ is a great innovative brand extension, generating revenue through overnight stays in some of the UK's most iconic heritage buildings. Champing™ has grown organically since it launched and we now have over 18 of our own sites, as well as several other franchise sites in our portfolio. We have a good audience of devoted followers who love the product, and we are looking for someone to help support the operational running of the business, as well as focussing on promoting and growing the business.

Role Description

To run and develop Champing™ tourism business operations and be the key point of contact for the Champing™ operation within the CCT. Delivering the Champing™ season 2020, establishing the best and most efficient operational infrastructure for the season, working with the rest of the Champing™ team and freelancers on the ground. Working with the marketing team to drive bookings and develop the audience, and taking on responsibility for website and the back-end booking software. There is also the opportunity to develop the franchise operation across the country and this requires liaison with key external partners.

Key Tasks

1. Achieve annual revenue & audience growth targets

Working with the Head of Enterprise, the post holder will assist in delivering income growth for Champing™ across the country, working to specific seasonal targets. S/he will:

- Develop and help deliver a marketing plan for Champing™ that drives engagement and increases our audience reach and bookings.
- Increase revenue generated by successful marketing of the brand, managing bookings effectively and create a fantastic customer experience.
- Maintain existing and develop new commercial and operational partnerships, including implementing basic agreements, promote the franchise business and develop new sites and experiences to add value to the business.

2. Help manage the Operational infrastructure across the portfolio

To ensure the successful and cost-effective operational delivery of the Champing™ season. S/he will:

- Be the primary contact for external Champing™ enquiries via email and via the telephone.
- In partnership with the local and regional teams, ensure calendars and booking schedules for each sites are managed and maintained correctly, and bookings communicated to relevant parties.
- Learn and be familiar with the Champing™ booking system, and be able to monitor and feed through bookings to the team in a timely and precise manner.
- Ensure sites are ready and have the necessary stock and infrastructure in place for the season, and maintain a high standard of presentation and experiential delivery throughout the season.
- Identify new operational and logistics infrastructure and processes that will help the business run efficiently and effectively.
- Monitor operational costs and ensure that budgets are adhered to.
- Manage the invoicing and payment procedure as necessary.
- Be the primary contact for partner churches, and liaise with the local CCT teams and contacts to deal with any operational issues that might arise.
- Ensure all H&S protocols and standards are adhered to and in place for each site.

3. Develop the business internally and externally.

The post holder will identify business performance trends and work with the national and regional teams to champion the Champing™ business, and be the focal point for its continued success. S/he will:

- Regularly report to the Head of Enterprise and the wider CCT team on Champing™ performance.
- With input from the wider team, identify new relevant sites for champing, and incorporate them into the offering.
- Monitor competitor activity to report on changing business needs as well as identifying opportunities and partnerships to grow and expand the operation.
- Develop the Champing™ model and explore ways to increase revenue and build audience engagement.
- Network and build mutually beneficial partnerships with relevant 3rd parties to help support and sustain growth and expand the reach of the business.
- Be aware of wider trends in the tourism, hospitality and glamping industries to incorporate these into strategy where appropriate.
- Collect and monitor feedback from customers, and use this to evaluate and develop the business as necessary.

Additional Information

Health and Safety

Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974), and to ensure that agreed safety procedures are carried out to maintain a safe environment for employees, volunteers and visitors. All staff have a responsibility to manage risk within their sphere of responsibility

All Trust employees are accountable, through the terms and conditions of their employment, and statutory health and safety regulations, and are responsible for reporting incidents, being aware of the risk management strategy and emergency procedures and attendance at training as required.

Data Protection

If you have contact with computerised data systems, you are required to process and/or use information held on a computer in a fair and lawful way. You are also required to hold data only for the specific registered purpose and not to use or disclose it in any way incompatible with such purpose.

Safeguarding and Equal Opportunities

The Churches Conservation Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment.

All staff are expected to understand and be committed to Equal Opportunities in employment and service delivery.

Person Specification

The post holder will be a self-starter with a can-do mentality, able to think and act creatively to develop the Champing™ opportunities for CCT. This person needs to be able to deal with the day-to-day operation of Champing™ as well as developing the business model.

Requirements	E	D
1. A degree or equivalent qualification	X	
2. Qualification in marketing (eg CIM) or equivalent		X
3. Experience of Commercial business development	X	
4. A track record of growing income through developing marketing and sales pipelines.	X	
5. Contacts and connections with relevant networks in the tourism, hospitality, retail and/or catering sectors		X
6. Strong written and oral communication skills; able to present information in an effective way to different audiences.	X	
7. Excellent negotiating and influencing skills	X	
8. Highly numerate with an ability to analyse and evaluate commercial opportunities	X	
9. Proactive, innovative and highly organised	X	
10. An affinity for the work of the Trust		X
11. Experience in Social Media marketing		X

Key relationships

Head of Enterprise, Communications Manager, Champing™ Coordinator, Local Community Officers.

Job Requirements

- A willingness to travel across England
- Current driving licence
- Attendance at staff meetings in other parts of the UK
- All staff are expected to be administratively self-sufficient and possess excellent Microsoft Office skills
- The role may also occasionally require work outside of normal office hours.