

A new role for Swinton Estate.

Business Development Manager

The product offering at Swinton is developing at an impressive rate. Our new Country Club & Spa is now open and membership continues to grow. The new Terrace Restaurant is becoming well-established as a 'go-to' local destination. And of course the hotel welcomes many, many return guests throughout the year. The shoot season has begun (again!) and our weddings and events team are constantly busy dealing with incoming enquiries. Our glamping site continues to wow visitors. Our latest innovation is the introduction of an accredited apprenticeship programme based around the Cookery School. So what we need now is a focussed hospitality or tourism professional who can see the potential for the complete Swinton offering to generate new business for all of the businesses that comprise Swinton Estate. The position will be part office-based, but mostly on the road.

The Job

- To view all the estate businesses holistically and release their potential
- To develop a sales and marketing strategy for the next 3 years
- To put this strategy in place and deliver on the core elements
- To generate business for corporate events utilising the whole Swinton offering
- Understand the existing procedures and work with the team to enhance these
- A proactive and reactive approach to potential business.

We are looking for:

- An exceptional individual
- Proven business-to-business sales experience
- Experience of implementing multi-faceted marketing strategies
- Setting and meeting budgets
- A manager who interacts positively at all levels, reporting to senior management and overseeing and guiding the existing marketing and events team

The Essentials:

- Minimum 5 years' experience in the hospitality or tourism sector
- Minimum 1 year in a similar role as BDM or marketing manager
- Experience of a hotel property management system
- Customer focussed with excellent relationship building skills
- A passion for excellent customer service
- Demonstrable communication skills
- A genuine, enthusiastic personality with ambition

The Package

We believe that hospitality is all about our people and on the Swinton Estate we are committed to ensuring our people are happy and well rewarded so that they, in turn, extend this positivity to our guests and business partners. As well as excellent training,

development and progression opportunities, other benefits for successful candidates include:

- Competitive salary
- Complimentary meals whilst on duty
- Discounts across the Swinton Estate
- Live-in accommodation where appropriate
- Free car parking

About the company

Swinton Estate, in the Yorkshire Dales, is one of the largest privately owned estates in England. At its hub, Swinton Park is a luxury castle hotel with fine dining, cookery school, country club and spa and extensive grounds. The estate has been owned by the Cunliffe-Lister family since the 1880s and is the ancestral seat of the Earl of Swinton. Rooms are furnished with antiques and family portraits so guests enjoy an authentic stately home experience with the warmth and grandeur of a traditional English house. Needless to say, the standards of service are excellent – discreet but far from stuffy, and the hotel has enjoyed wide acclaim and many awards in recognition of this.

To apply:

Please forward your CV to Andrew Lindsey