Head of Sales (Outdoors)

Plas y Brenin, The National Outdoor Centre, Eryri (Snowdonia), North Wales | £35,000-£40,000 | Full-Time, Permanent

At **Plas y Brenin**, the UK's National Outdoor Centre, we're entering an exciting new phase of growth. We've recently transformed our outdoor training and qualifications programme and are expanding our schools, groups and private instruction businesses. We are also now developing a new corporate offer focused on leadership, coaching and team development.

To help us realise these ambitions, we're looking for an exceptional **Head of Sales (Outdoors)** to lead our sales function, drive commercial growth, and build a proactive, high-performing sales culture and team.

This is a rare opportunity to develop your career, contribute to a fantastic, principled organisation, and be based in one of the most beautiful locations in the UK.

The Opportunity

This is not a traditional sales management role.

You'll take ownership of a well-established bookings operation and lead its evolution into a commercially focused sales team with clear targets, strong conversion rates and exceptional customer service.

Alongside leading the wider sales and bookings team, you'll personally drive and deliver our B2B sales strategy, developing relationships with corporate clients, strategic partners and key accounts while helping create new opportunities for growth in leadership development and team building programmes.

What You'll Be Doing

✅ Leading and developing a multi-disciplinary sales and bookings team

✅ Driving enquiry conversion, sales performance and revenue growth

✅ Building and growing our B2B sales pipeline

✅ Developing new corporate, leadership and team-building opportunities

✅ Managing relationships with key clients and strategic partners

✅ Working closely with marketing, operations and delivery teams to maximise commercial opportunities

✅ Using CRM and sales data to forecast, report and improve performance

✅ Helping shape the future commercial direction of one of the UK's most respected outdoor organisations

About You

We're looking for someone who combines strategic thinking with hands-on delivery.

You'll likely bring:

- A track record of leading successful sales teams with proven experience growing sales and developing new markets
- Strong B2B sales and account management expertise
- Excellent commercial awareness and relationship-building skills
- Confidence identifying, creating and converting business opportunities
- Experience working with CRM systems and sales pipelines
- Strong communication, negotiation and leadership skills

Experience within a relevant sector would be highly advantageous.

Why Join Plas y Brenin?

Set in the heart of Eryri National Park, Plas y Brenin is recognised as the UK's leading National Outdoor Centre. We deliver world-class outdoor training, leadership development and professional qualifications while welcoming thousands of guests, schools, groups and organisations every year.

With ambitious growth plans over the next five years, this is a rare opportunity to join our senior team and shape the future of an iconic organisation.

Package

- Salary: **£35,000-£40,000**
- Permanent, full-time role
- Minimum 36 hours per week
- 28 days annual leave (inclusive of bank holidays)
- NEST pension scheme
- Stunning National Park location

For more information about the role please visit: **www.pyb.co.uk/careers**

For more information about Plas y Brenin please visit**: www.pyb.co.uk**

How to Apply

Please send an up-to-date CV (3 pages max) and a cover letter (2 pages max) saying how you meet the criteria in the Person Specification and how you can fulfil the requirements of the Role Profile, giving examples where possible from previous roles.

Please also include a paragraph about why you would like to work at Plas y Brenin and what you could bring to the organisation.

Send CV and Cover Letter to E: **joinourteam@pyb.co.uk**

Closing Date: **Mon 30th November**

Interviews: **The interview process will start at the beginning of December.**

If you would like to have an informal conversation about the role please contact **Liz Beverley** (Director of Sales and Marketing) E: **liz.beverley@pyb.co.uk**

