**Job Description**

**Job Title:** Event Sales Manager

**Career Level: Level 4**

**Department or Business Sector:** AMTC Events

**Location**: Manufacturing Technology Centre Ltd, Pilot Way, Ansty Park, Coventry CV7 9JU

**Reporting to:** Head of Events

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| **Heading:** | **Description** |
| 1. **Job Purpose** | * + Deliver sales strategies with a proactive approach to developing new sales opportunities.   + Account management of specific clients   + Support marketing campaigns, market analysis, sales events and other related activities   + Use, manage and maintain information in relevant sales, finance and other operational systems i.e., Condeco, CRM, D365, sales tools and accounts. * Enquiry handling * Write proposals in line with the yield management strategy. * Conduct site visits * Create contracts. * Ensure that there is a seamless handover of contracted events to the event delivery team. * To carry out any other reasonable duties in line with the post as may be required from time to time, including attendance at promotional events, both internally and externally and manning stands at exhibitions on behalf of MTC Events * Organise and host client visits and FAM trips. * Keep abreast of what competitor venues are offering. |
| 1. **Communication** | The role requires an excellent communicator with experience of liaising with key stakeholders, colleagues, members and visitors across all levels.  Ability to build solid relationships with key stakeholders, including colleagues and clients. |
| 1. **Innovation** | The ability to enhance and deliver a range of events to a high standard.  To suggest and implement change to improve and enhance the organiser and delegate experience. |
| 1. **Knowledge** | **Technical Skills and Knowledge**   * Understanding of the events industry with previous event sales and business development experience * Understand management structures within the Events team, etiquette including communication and interdependency between support teams. * Good level of IT skills – proficient in the use of all Microsoft Office packages with a desire to self-learn more efficient use of these packages. * Liaise with client to understand requirements and make suggestions to enhance event. * Proven contract negotiation with commercial approach and management skills. * Receive high customer satisfaction levels and positive feedback. |
| 1. **Person Specification** | All aspects of the role are to be carried out as an exemplar within the business in adhering to the MTC RIGHT way:   * Acting responsibly, putting MTC’s interests ahead of personal ambition. * Providing inspirational leadership to all who come in contact with you. * Delivering in the broadest sense a great working environment. * Leading with humility, honesty and integrity in all that you do. * Promoting teamwork, supporting through difficult times and collectively celebrating our successes.   In addition:  **Competencies / Behaviours**   * A personable and articulate team player, presentable at all times with excellent customer service and organisational skills * Willing to travel throughout the UK. * Willing to work evenings and weekends, as required. * Demonstrates a willingness to learn and advance skills. * Self-motivated and positive with ability to meet deadlines. * Pragmatic hands-on approach to problem solving. * Can work independently and as part of a team. * Ability to remain calm and under pressure. * Ability to demonstrate problem solving abilities. * Self-motivated with a positive ‘can-do’ attitude and a willingness to learn new skills. * Customer service – dealing with clients in a polite and respectful manner with a willingness to help. * Ability to adapt and embrace change. * Commitment to observing the MTC’s Equality & Diversity Policies * Always striving to improve event delivery, particularly where virtual and hybrid event production is concerned (desirable)   **General Skills / Attributes**   * Excellent attention to detail * Excellent problem-solving skills, with the ability to work under own initiative, quickly make a judgement and implement effective action. * Excellent time management |