

## **Sales Executive and Coordinator – Job Description**

### **BACKGROUND**

Grandstand Stoneleigh Events the operating business behind NAEC Stoneleigh has enjoyed significant growth in the last 18 months, especially so with the corporate conference market, to complement our existing diverse range of exhibitions, national sporting and outdoor events.

As a venue we are now delivering over 260 events a year, to support this growth we are looking to strengthen the sales and marketing team with the recruitment of a sales executive / coordinator.

This is an exciting new role designed to support the continued growth of Grandstand Stoneleigh Event's venue business, NAEC Stoneleigh. This is an important sales and sales support role and is an integral part of NAEC's sales and marketing team. The role will suit somebody just starting their career in the events industry with a real passion for events and customers, excellent administration skills but also somebody that enjoys telesales.

### **KEY RESPONSIBILITIES:**

#### Sales Support and Administration

- Effectively manage as the first point of contact new incoming enquiries to ensure qualified enquiries are allocated to the sales team.
- Working with the sales team and Head of Marketing & Communications (HM) ensure that the sales enquiry process is conducted in a timely manner and develop internal procedures in order to maintain high standards of customer satisfaction.
- Co-ordinate externally and internally, client and internal meetings for all sales and marketing related meetings, as well as supporting the Managing Director with diary management and organising meetings.
- Provide administrative support as required to the sales and marketing teams
- Assist the sales team with client / prospect related research e.g. key personnel, contact details, type and location of events etc. As well as supporting the sales team with client visits to the venue.
- Assist sales team with preparation of proposals and quotes and associated admin and internal comms.
- Source industry magazines (EN, C&IT etc) for leads / news with primary target prospects, event agencies and exhibition organisers
- Produce accurate minutes and actions for fortnightly S&M Meetings.
- Assist the sales team with other sales related administrative tasks (hotel / transport etc)
- Efficiently respond to any online or telephone queries in a calm and friendly manner.
- Assist the HM with the production of management reports
- Assists the HM with sales promotional campaigns

#### Telesales

- Working closely with the sales team, actively promote and sell small meetings and conference space to both new and existing clients.
- Actively sell media and branding opportunities to both event organisers, their exhibitors and local businesses

- Work closely with the Event Management team to sell additional venue services to exhibitors and exhibition organisers
- Conduct telephone sales campaigns to rebooking/lapsed customers and new prospects
- Source and build a database of new sales prospects
- Pipeline management and following up effectively on new prospects and sales leads
- Attend industry events thereby maintaining relationships, expanding the database and prospecting for new business
- Build knowledge of the industry sectors in order to capitalise on opportunities

#### CRM and Database Management and Support

- Maintain and enhance the iVvy CRM system to ensure that the database is maintained, coded and utilised effectively across the company.
- Ensure iVvy CRM is monitored, evaluated and updated on an on-going basis
- Attend iVvy CRM training events (webinars, online updates) in order to maximise the capabilities of the system.
- Become an iVvy CRM “lead user” and support to all users.

#### Marketing and Sales Promotion Support

- Work closely with the sales and marketing team to implement sales promotion activity e.g. mailings, e-shots and other sales related communication.
- Assist as required of industry events – exhibition stands, corporate hospitality events and client invites
- Assist with timely updates across all appropriate Social Media platforms – Twitter, LinkedIn, Facebook, Instagram etc.

#### Reporting Lines

- This role reports to Head of Marketing & Communications

### **SKILLS AND EXPERIENCE:**

#### Professional Qualifications

- Degree calibre individual ideally in a business, event or marketing discipline

#### Technical Qualifications

- You must be fluent (written and spoken) in English to a very high standard and possess strong written and verbal communication skills.
- Extensive administrative skills, ideally gained in a sales led business or a venue, conference, event agency, supplier environment.
- Strong written and verbal communication skills.
- Strong telesales skills and appetite for selling
- Proven experience working with a CRM platform. The knowledge of iVvy CRM would be an advantage
- Fully conversant with all aspects of Microsoft Office Suite, Google.

### Experience

- Degree in event management, marketing or customer services
- At least 1 years' experience and demonstrable success at a similar role / level
- Excellent written and verbal communication skills
- Due to the volume of communication that will be required with UK clients, prospects and suppliers, you must possess excellent customer service skills.
- Telesales skills would be a plus

### People Skills

- An enthusiastic approach
- Ability to challenge “the norm” and implement change.

### Personality Traits/Attitudes

- Proactive and driven with the ability to manage day to day without the need for close supervision.
- Attention to detail
- Self-motivated and enthusiastic
- People person - team player.
- Task Driven – finisher.
- Flexible approach to work - Required to attend evening industry functions from time to time and occasional overnight stays away from home.

Must also have a full UK driving licence and own car.