

Event Sales Manager - Full Time

Role Overview

Based primarily in the i360 Office, you will be responsible for selling events, functions and weddings and all to new and existing clients. You will build positive, long term relationships with our clients managing the process throughout and ensuring the post-event procedure & processes are exceptional to maximise future opportunities.

You will undertake a mixture of proactive sales and handle incoming sales enquiries as well as attend meetings with clients, networking events and exhibitions.

Leading the sales team is imperative, and working with others in the team to produce the final event structure to channel down to the events operations team (Event Manager) in order to successfully complete events.

Main Responsibilities

- To instigate, build and develop positive long-term relationships with our clients by providing support, information and guidance, researching and recommending new opportunities
- To build and develop the sales team as event capture builds to full capacity.
- To develop the sales capacity through up-selling, cross-selling and recommending solutions to client requirements of British Airways i360 products via phone, networking and client meetings, familiarisation visits and exhibitions
- Create business opportunities by identifying prospects, contacting new and old decision makers and event buyers creating tailor made packages and proposals and providing a site visit for new and current clients using your excellent product knowledge and knowledge of the client and their particular preferences/budgets/sales/skillset.
- To manage the start & end to contract process for a new client including negotiating rates and terms, issuing contracts, reviewing the client's commission, and liaising with our lawyers where necessary
- Enter the booking into a ticketing / CRM system (RDZ); create invoices through an accounting system (Xero); issue contracts; chase enquiries and ensure they convert & Manage events diary.
- After the events follow up with client contact for feedback, evaluation and enquiry re future events
- To liaise with the marketing team, inputting into our event and trade marketing activity such as brochures, our web site and venue finding web sites and inputting into the event plan to increase regular visitor numbers
- Regularly contact clients to ensure they are kept up to date with the latest information, for example new products, special offers and promotions or of any operational issues and keep the British Airways i360 at the front of their mind for future events and functions
- To provide/log/track a series of sales reports for events, highlighting any issues or opportunities – namely weekly budget report, provisional contracts and confirmed enquiries for the year.
- To take action to resolve any complaints received from clients in line with our service recovery guidelines to ensure that clients are satisfied with their experience and that follow up action is taken to ensure that any issues do not reoccur
- Oversee & manage the administrative tasks being undertaken by the Sales team on a day-to-day basis, supporting the Head Events in their development/reviews as appropriate
- To work together as a cooperative team with Guest Experience team and the Caterers to promote, sell and manage bookings ensuring they are a success
- To work in partnership with key partners to develop new business including (but not limited to): Visit Brighton, MIA Tourism South East, & Other conference and event venues in Brighton
- Dealing with suppliers.
- Creating & managing all sales packages.
- This list is not exhaustive. A flexible and willing attitude is vital.

Skills & Experience

- A minimum of 3 year's sales experience is a must for this role ideally gained in a unique venue, visitor attraction, hotel or conference centre
- You will have demonstrable experience of closing sales, winning new business and contract negotiation
- You will be a persuasive and confident communicator with the ability to make a positive first impression and build and retain positive relationships
- With excellent interpersonal skills you will be a real team player who is flexible with the ability to undertake a wide variety of tasks
- You must have a passion for excellence, be able to work on your own initiative and have the ability to work under pressure. You will remain calm in all types of situations, genuinely enjoy working with customers and up-selling our products
- You will be a self-starter who is able to work without day to day supervision, and being able to direct the Sales Co-ordinator confidently ensuring with the support of the wider team they are supported and kept busy
- You will be a quick learner, able to adapt to an ever changing portfolio of new products with the ability to suggest and confidentially put forward new ideas
- You will have an aptitude for computers and ideally have experience of using a computer reservation system
- You will have strong organisational skills and attention to detail is essential
- A knowledge of the corporate events market is essential
- You must be passionate, positive and enthusiastic about British Airways i360 and be able to 'sell' the benefits to clients
- You will be highly polished and professional
- You must have excellent English, both written and spoken
- You must be proactive and goal focused to achieve your sales targets

Salary £30,000 - £32,000 pa

This is a full-time position to include occasional evenings and weekends.