



**SOMERSET
CCC**

Job description

Job Title:	Conference and Events Executive
Reports to:	Commercial Director
Location:	SCCC, Taunton
Main Purpose of Job: The Conference and Event Sales Executive main role is to generate income from events and conference hire. In this multi-faceted role, the successful candidate will need to demonstrate excellent communication and customer service skills and display a high level of organisation and project management ability.	
Main Responsibilities: Provide general administrative support to the Managing Director. <ol style="list-style-type: none">1. To achieve sales targets and expand the business.2. Research new markets to identify opportunities for events/functions.3. Make outbound lead generation calls to potential customers4. To meet the required conversion rate5. To proactively sell the venue to new clients6. To field both small and large event enquiries, check availability, quote accordingly, convert and support the planning of the events.7. Liaise with clients to ascertain their precise requirements either during site inspections, phone meetings or email correspondence.8. Create, manage, promote and host innovative show-rounds and events9. Secure appointments and show rounds for guests10. To utilise networking opportunities to develop a sales pipeline of warm leads to convert11. Attend relevant exhibitions to promote the venue.12. Develop a sector based, targeted approach to new business development13. Proactive account management of existing clients to grow revenue.14. Actively seek and support marketing opportunities for the venue15. Liaise with the communications team and drive marketing/pr and advertising for the venue16. Liaise with the C&E department about event requirements.17. Liaise with other departments and operational staff to ensure a high quality of event delivery.18. Produce event and function sheets19. Follow up with clients for post event feedback20. Management of client contracts and paperwork.21. Oversee the invoicing process to ensure that payments are processed promptly22. Monitor and regularly review competitors to ensure the Cooper Associates County Ground packages remain competitive and best in class	



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23. Actively drive interest in other areas of the commercial business
24. Provide regular financial reporting on bookings, pipeline and forecasts
25. Update our CRM system ensuring existing and prospective customer data and customer records are up to date and accurate at all times
26. Attend weekly sales meetings and be aware of the meeting objectives, participating and ensuring actions are acted on and reviewed
27. To meet and where possible exceed monthly, quarterly and annual revenue targets.
28. To fully articulate the SCCC/Cooper Associates County Ground proposition and its relevance to clients
29. To enhance the reputation of SCCC/Cooper Associates County Ground through personal impact and relevant presentations.
30. Produce and maintain a portfolio of case studies and testimonials that support the SCCC/Cooper Associates County Ground proposition.
31. Take on any other responsibilities or tasks that are within your skill sets and abilities whenever reasonably asked.

Knowledge, skills and experience required:

Essential

- Relevant Event sales experience
- Demonstrable experience and success in sales.
- Driven to improve sales and activity performance beyond targets.
- Outstanding organisation and time management skills.
- Excellent written and verbal communication skills.
- A self-starter, with a tenacious attitude and passion for success, who is highly resourceful and self-sufficient.
- Effective communicator, with strong interpersonal, listening, negotiation and objection handling skills.
- Excellent networking ability, ensuring effective relationship management.
- Experienced in executing high quality proposal documents and emails.
- Ability and confidence to make cold calls to generate new customer relationships
- Willingness to work flexibly
- Excellent planning and organisational skills

Desirable

- Passionate and ambitious to grow, develop and learn within their career.
- Committed, engaged, motivated and adaptable.
- Comfortable with a pro-active, new business approach.



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- Resilient with the ability to remain positive following potential setbacks.

Competencies:

Drive for Results

Can be counted on to exceed goals successfully; is constantly and consistently one of the top performers; very bottom-line orientated; pushes self and others for results.

Negotiating

Can negotiate skilfully in tough situations with both internal and external groups; can settle differences with minimum noise; can win concessions without damaging relationships; can be both direct and forceful as well as diplomatic; gains trust quickly of other parties to the negotiations; has a good sense of timing.

Customer Focus

Is committed to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in sales through products and services; acts with customers in mind; establishes and maintains effective relationships with customers to gain their trust and respect.

Listening

Is tolerant with people and processes; practices attentive and active listening; can accurately restate the opinions of others even when he/she disagrees; tries to understand the people and the data before making judgements and acting; waits for others to catch up before acting; follows established process.

Time Management

Uses his/her time effectively and efficiently; values time; concentrates his/her efforts on the more important priorities; gets more done in less time than others; can multitask under pressure; sets objectives and goals; measures performance against goals; evaluates results.

Action Orientated

Enjoys working hard; is action orientated and full of energy for the things he/she sees as challenging; not fearful of acting with a minimum of planning; seizes more opportunities than others.

Decision Making

Makes good decisions based upon a mixture of analysis, wisdom, experience and judgement; most of his/her solutions and suggestions turn out to be correct and accurate when judged over time; sought out by others for advice and solutions.



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Interpersonal Awareness

Relates well to all kinds of and levels of people, inside and outside the company; builds appropriate rapport; builds constructive and effective relationships; uses diplomacy and tact; is seen as a team player and is co-operative; easily gains trust and support of peers; encourages collaboration.

Composure

Is cool under pressure; does not become defensive or irritated when times are tough; is considered mature; can be counted on to hold things together during tough times; can handle stress; is not knocked off balance by the unexpected; doesn't show frustration when resisted or blocked; is a settling influence in a crisis.

Integrity and Trust

Is widely trusted; is seen as a direct, truthful individual; can present the unvarnished truth in an appropriate and helpful manner; keeps confidences; admits mistakes; doesn't misrepresent him/herself for personal gain.

Key contacts:

Internal: CEO, Managers, and staff

External: Customers, visitors, ECB, external committees, service providers

Prepared by:

Name: Fitzgerald HR

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