

Job Description

Position: Account Executive (Conference and Events)

Reports to: Head of Conventions

Purpose of the Role

The primary focus of this role is to proactively develop the growth of profitable new Conference & Events business in the cultural, not-for-profit and non-corporate sectors and to develop/maintain effective key relationships leading to increased sales. Growth will be achieved through direct and indirect interactions through event and non-event related opportunities.

Individual sales targets for this role and the team are outlined annually and are a key measurement of performance. The personal target for this role is likely to be achieved through cultural, exam, government & public sector business, in particular low volume/ high revenue. However, in addition to achieving on an individual basis it is expected that the Account Executive will generate leads which will be referred to the wider C&E Sales Team.

Responsibilities

1. Business Development

The role is in part focused on developing new business relationships (through our partners, third party agencies and direct clients) in a highly competitive market. The role requires a strategic approach, structure and persistence. The role holder will seek new business opportunities, through their own initiative and by working closely with the Head of Conventions to drive Company marketing activities in conjunction with the Marketing team. Marketing activities are to provide measurable impact, providing vision and scope for future development of the government & public sector market.

New business opportunities are likely to derive from Internal and External partner relationships: External relationships will include Compass, Freemans, Blitz, IMEX/ IBTM World, The Meetings Show and other Industry Associations.

Internal stakeholders include Event Venue Services (EVS), Exhibitions and Marketing. It is expected that the role will extend business relationships with organisations already trading with ExCeL London e.g. exhibition event sponsor and exhibitors, to develop more business for the venue.

2. Account Management

The role holder will also be required to manage and develop existing clients to ensure high levels of repeat business and account growth, achieve high levels of customer satisfaction and effectively manage client relationships from initial enquiry to post event.

3. Sales Ownership

The individual is responsible for closing high yield business efficiently, focusing on low volume, high revenue to meet and exceed individual, team and Company financial targets. Low revenue business is to be referred to more appropriate members of the sales team to progress enquiries and close. Referred business is to be recorded so that this is a measurable feature of the role.



Maintain a network of contacts, partners and industry bodies that enhances opportunities for new and repeat business. Identify appropriate situations to up-sell ExCeL London's products and those of our Service Partners to increase overall yields.

4. **ExCeL London Thought Leadership**

In developing the key account portfolio, identify key agencies, organisations and events that should be targeted.

The target territories for this role will be UK agencies and direct clients delivering large scale peripatetic events and developing long term contracts for multiple smaller events.

Business development activity will focus on developing the key relationships noted above, and will comprise of industry networking activity, sales appointments, cross selling of products, and high level government & public sector bids.

5. **Knowledge Bank**

Working with ExCeL London's marketing and research teams, build detailed knowledge and trends of the audiences these target clients want to reach and cross-profile against existing audiences already attending events at ExCeL London. This "Knowledge Bank" will include detailed profiling of the types of attendees and delegates at existing events, including seniority, buying influences and decisions, nationality etc, allowing the sales teams (C & E and Exhibitions) to demonstrate the venue's proven ability to attract key decision-making audiences that exceed our competitors.

Deliver high impact for wider team via internal business referrals and recommendation.

6. **Company Ambassador/ External Communication**

To attend networking events and industry related conferences using own initiative. Project a professional attitude and be knowledgeable about the ExCeL London product. Develop strong relations with clients (direct and through key stakeholders) through face-to-face activity and telephone sales. Use every opportunity to create new business contacts and potential leads. Support will be given for any industry leadership roles identified for the position within UK event-related trade associations.

To sell ExCeL London and relevant Service Partners to potential clients in a professional and coherent manner in both the UK and Overseas. Ensure the use of the Company's marketing guidelines to effectively communicate the ExCeL London brand.

Ability to present and communicate at a Director/CEO level.

7. **Sales Administration**

This role requires strong working relationships with all departments to disseminate key & relevant business information. The role works closely with Sales Support to ensure business protocols and administration processes are adhered to. Be fully responsible for the maintenance and accuracy of account data within the company database. Provide accurate and timely management information as required.

Core Competencies

Market & Customer Focus - Actively seeks customer feedback and responds accordingly. Keeps up to date with market information such as competitor activity and economic data and

assesses its impact on their function. Will be able to effectively reconcile the interests of both the customer and this business. Encourages others to 'think customer' and plan/ act accordingly. Translates ideas into action to proactively increase client satisfaction and profitability.

Negotiation Skills - Uses listening skills to effectively understand the needs of the other party, gathers information and views and enters into a dialogue designed to reach agreement on an equal level between the parties. Adept at objection handling, using strong influencing skills to persuade others rounds to their own way of thinking or to achieving a planned outcome to a business deal. Has a competitive drive that results in the achievement of well negotiated deals/outcomes, whilst maintaining a commercial perspective.

Creativity & Innovation - Champions initiatives that foster a culture of learning, creativity and innovation across the organisation. Influences the way the organisation works and delivers effective change in organisational culture. Prepared to consider radical and innovative ideas to maximise organisational success. Develops solutions in situations where there is no precedent. Strives for improvements but not at the expense of business goals. Prepared to be bold and manage risk successfully

Drive, energy & persistence - being self-motivated and shows resilience in difficult situations, flexible and accommodating to meet the varying demands of a fast paced sales environment

Knowledge of the Business - Is in touch with the needs of internal & external customers and is alive to threats and opportunities. Considers the long-term business implications of issues and situations. Is aware of the main thrust of competitor activity and has a strategic business focus. Provides leadership in placing our customers at the forefront of our objectives.

Results Focus & Profit Delivery - works well towards challenging objectives, has high standards for self and others, meets agreed deadlines. Allocates time to longer-term activities, always looking for opportunities to do things faster, better, more cost effectively, eliminating non-value added activities. Is clear-minded in pursuit of objectives. Achieves/ exceeds targets by focussing on key deliverables, ensuring plans are followed through. Regularly measures performance against key success indicators.

Knowledge:

Good working knowledge of corporate procurement and contracting processes, particularly for corporates acquiring multiple, long-term deals.

Skills & Experience:

Previous experience developing and executing sales strategies with a solid track record in managing a diverse portfolio of business.

Able to demonstrate a solid track record of business development experience within the events industry (from both new and existing clients), using a destination marketing approach and consultative selling techniques.

The ability to identify high vs low potential business is necessary to be successful in this role.

Education:

Degree education is desirable but not necessary.

In addition to the above you are required to undertake such duties as may reasonably be required of this role. ExCeL London may update this Job Description from time to time in order to reflect changes in business requirements. This procedure will be undertaken through discussions between the job holder and their manager.