

Job Description:

UK Sales Hub Senior Event Consultant



Function:	Pro Active Sales
Position:	Business Development Exec
Job holder:	Vacant
Date (in job since):	
Immediate manager (N+1 Job title and name):	Head of Sales
Additional reporting line to:	
Position location:	North Fort Street and HPL venues

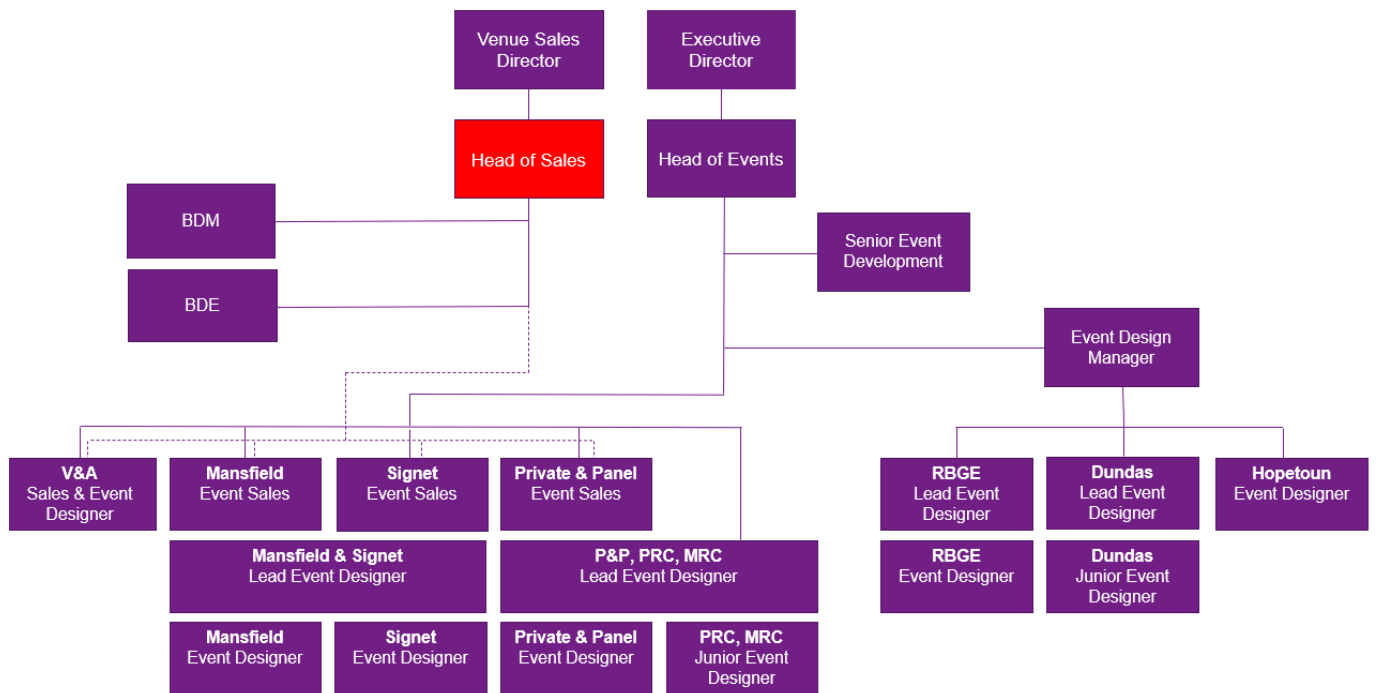
1. Purpose of the Job

To be a pro active member of the Heritage Portfolio sales team in Scotland and generate quality leads for our sites in Scotland

2. Dimensions

- Target – Achieve venue budgets
- Geographic Region – Scotland
- Number of direct reports – 0
- Number of indirect reports – 0

3. Organisation chart



4. Context and main issues

Service Client & Guest Care

- Adhere to company values, standards and procedures at all points and ensure they are accurately implemented within the team. To be actively monitoring such to ensure all criteria is met
- To support and encourage a high performing sales culture with a focus on service excellence creating a motivating and exemplary sales experience for all clients at all points
- Ensure that company and sales standards of performance are adhered to at all times
- Seek every opportunity to sell the venue portfolio, thinking creatively and generating new ideas, in order to grow the business and enhance revenue and profitability
- Ensure the sales pipeline is utilized accurately and the outcome of each lead is maximized at all points
- Work with the wider sales & marketing team to create and execute a tactical sales plan
- Participate in cultivation events, FAM trips and sales missions in line with agreed KPI's
- Initiate, encourage and actively engage in pro-active selling and have a pro-active approach to identifying new business via appropriate channels and targeting
- Record all customer data and sales activity in Salesforce adhering to GDPR guidelines.
- Be knowledgeable about all Heritage Portfolio sites in order to cross sell and efficiently communicate with peers in the company to maximize sales opportunities.
- Play an active part of the Edinburgh events market and community and attend such events to promote the business and make connections
- Build and enhance long term client relationships to enhance the retention of current clients and customers, gain referrals for new business and attract new customers.

People Management:

- Work with the management team to ensure the agreed procedures and policies are faithfully followed
- Comply with all statutory company policies and procedures to enhance employee engagement and ensure the Company retains Investors in People accreditation.
- Maintain excellent and professional relationships with all internal and external clients at all times

- Carry out any other duties as may be required under the direction of your manager, which is reasonably within your scope and commensurate with your status and duties. Including working some out of normal office hours when required
- Behave in a proper and professional manner at all times as a representative of Heritage Portfolio

Quality and Detail:

- Fully comply with all Company and client policies, site rules, statutory regulations and working practices.
- Achieve personal KPI's and objectives. Review on a quarterly basis as part of the performance review process
- To understand the dynamics of the local market and the demand generators, and the effect this has on our business and react to such information in a pro-active way
- Fully participate in team meetings in order to ensure effective communication is maintained between the teams

Financial Management:

- Achievement of targets set with personal KPI's
- Ensure excellent knowledge of all Heritage Portfolio venues
- Ensure that all the Company's and client's property, equipment and monies under your control are safe and secure at all times

5. Main assignments

- Support wider sales team to achieve venue sales budgets
- Achieve monthly KPIs set out by your line manager
- Identifying new sales leads throughout the UK who have the potential to place event business into the HPL Scotland venues.
- Generate leads and make introductory appointments for the BDM and HOS
- Maintaining fruitful relationships with existing clients to ensure repeat business and growth of accounts.
- Research corporate companies, event agents and individuals to identify new leads and potential new business
- Continuously seek out new business opportunities and maximize each lead potential
- Research our competitors and conduct quarterly competitor analysis in order to stay ahead of competition and gain market share
- Conduct site visits with the senior sales team in order to deepen understanding of the HPL venues and build on client knowledge
- Plan and oversee new ways to showcase Heritage Portfolio to prospective new clients
- Attend conferences, meetings, and industry events throughout the UK in order to generate new leads
- Maintain an accurate Salesforce pipeline
- Conduct pipeline generation days and BBOB days with the onsite sales team and the BDM in order to generate new business opportunities
- Take ownership of research projects to target specific industries for HPL venues
- Attend client meetings with the HOS and BDM in order develop proactive skills
- Manage local industry memberships in order to maximize potential and generate new sales leads
- Attend FAM trips and showcase events with the HOS and BDM

7. Person Specification

- A track record in the Events Industry in particular event sales
- Previous experience in the MICE market is an advantage
- Knowledge of the event market in Scotland
- Ability to work under pressure and deliver results in a variety of projects
- Ability to prioritise and handle multiple tasks
- Confident, ambitious and passionate with the ability to use own initiative
- A good researcher, negotiator, and client focussed approach
- Ability to build excellent client relationships
- Excellent telephone manner
- Excellent communication verbal & written skills
- Team player with a 'can do' attitude

8. Competencies

- Growth, Client & Customer Satisfaction / Quality of Services provided
- Rigorous management of results
- Futuristic analysis of results
- Financial Reporting
- Numeracy
- Brand Notoriety
- Commercial Awareness
- Innovation and Change
- Learning & Development
- Employee Engagement

9. Management Approval

Version:	V1	Date:	02/08/2023
Document Owner:		Approved by:	

10. Employee Approval – To be completed by employee

Employee Name		Date	
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