

JOB DESCRIPTION



JOB TITLE: Events, Marketing & Sales Exec

JOB LEVEL: Entry level, Graduate, Intern, University/Placement

RESPONSIBLE TO: Kevin Dendy (Managing Director)

JOB SUMMARY:

Grand Slam Events Ltd is seeking an entry level events management, marketer and sales person to recruit new clients and manage its internal marketing strategy by, planning bespoke strategic events and undertaking all work necessary to deliver clients 'event activities. They will have hands on experience of a wide range of marketing tools, be self-motivated and self-manage as well as working well as part of a small team. They will also have experience of dealing with a range of clients, suppliers and the media, forming effective partnerships.

MAIN DUTIES AND RESPONSIBILITIES:

Event Specific (during events only)

- Researching markets to identify opportunities for events;
- Liaising with clients to ascertain their precise event requirements;
- Producing detailed proposals for events (e.g. timelines, venues, suppliers, legal obligations, staffing and budgets);
- Agreeing to and managing a budget;
- Securing and booking a suitable venue or location;
- Ensuring insurance, legal, health and safety obligations are adhered to;
- Coordinating venue management, caterers, stand designers, contractors and equipment hire;
- Organising facilities for car parking, traffic control, security, first aid, hospitality and the media;
- Identifying and securing speakers or special guests;
- Planning room layouts and the entertainment programme, scheduling workshops and demonstrations;
- Coordinating staffing requirements and staff briefings;
- Selling sponsorship/stand/exhibition space to potential exhibitors/partners;
- Preparing delegate packs and papers;
- Liaising with marketing and PR colleagues to promote the event;
- Liaising with clients and designers to create a brand for the event and organising the production of tickets, posters, catalogues and sales brochures;
- Coordinating suppliers, handling client queries and troubleshooting on the day of the event to ensure that all runs smoothly;
- Overseeing the dismantling and removal of the event and clearing the venue efficiently;
- Post-event evaluation (including data entry and analysis and producing reports for event stakeholders).

Sales & Marketing Specific

- To create marketing strategies and campaigns and undertake all duties necessary to deliver such strategies and marketing objectives.
- To take responsibility and delivering all aspects of Grand Slam Events marketing requirements and building excellent client relations.
- Plan and co-ordinate, liaising with suppliers, to deliver marketing and promotional material to deadlines.
- Draft and issue press releases, features and editorials for as needed, ensuring that they are written in a professional manner and to meet relevant deadlines, liaising with any 3rd parties, arranging and attending photo-calls to take photos as needed.
- Liaise with the media to secure a range of opportunities including competitions, reader offers and incentives.
- Manage all Grand Slam Events marketing tools including social media, Google analytics, building, SEO, online marketing, ENewsletters, writing copy, website copy etc.
- Measuring and analysing activity against targets and building on success of activities.
- Liaise with all organisations encouraging their longer term involvement with Grand Slam Events Ltd through good client account management, and ensuring excellent client relations.
- Where appropriate, with other staff, or individually, manage/attend events as a representative of Grand Slam Events Ltd to build contacts.
- Press cutting, monitoring and building media lists supporting Managing Director.
- Cold calling to arrange meetings for Managing Director and Exec with potential customers to prospect for new business.
- Responding to incoming email and phone enquiries.
- Making accurate, rapid cost calculations and providing customers with quotations.
- Negotiating the terms of an agreement and closing sales
- Representing or speaking on behalf of the organisation at trade exhibitions, events and demonstrations.
- Negotiating on price, costs, delivery and specifications with buyers and managers.
- To assist Grand Slam Events Ltd with all other clients and in all areas of business as necessary.

CONFIDENTIALITY

The post holder must maintain the confidentiality of Grand Slam Events Ltd and its clients / contacts at all times. This Job Description is intended to provide a broad outline of the main responsibilities only. The post holder will need to be flexible in developing the role and in initial and on-going discussions with the designated manager.

Criteria	Essential	Desirable
Educational	<ul style="list-style-type: none"> • Minimum of 3 A levels are required • Numerate and literate with good experience of various IT packages including Microsoft Word, Excel, Outlook, Powerpoint etc.. and social media tools like Facebook, Hootsuite, Tweetdeck, Twitter. 	<ul style="list-style-type: none"> • Event Management Degree or similar qualifications • CIM or other marketing
Specific Skills	<ul style="list-style-type: none"> • Excellent writing skills for different materials from press, releases, e-mail communications to website copy. • Interpreting client briefs and writing proposals • Professional telephone manner at all times when dealing with any communications to clients, suppliers or for sales purposes. • Client Management – building good relationships with current customer base. • Ability to deliver and present Grand Slam events portfolio to individuals and large groups of people • Aptitude for being totally organised, detailed and thorough. • Effective communication & negotiation skills with a wide variety of people (written and verbal) • The ability to travel to various locations is essential 	<ul style="list-style-type: none"> • Experience of London venues and conferences spaces • Sales and Account Management Experience
Personal Qualities	<ul style="list-style-type: none"> • A strong desire to work for Grand Slam Events and leverage every sales opportunity available. • Lead on Initiatives, being committed to the role and delivering on objectives/deadlines. • Positive, fun and friendly outlook. • Able to work under pressure, prioritising to meet deadlines, juggling busy workload and multi-tasking. • Strong relationship building skills. • Eye for detail. • Self-motivated, managing own time and working alone where necessary as well as part of a team. • Forward thinking and creative. • Demonstrate flexibility. • Maintain confidentiality. • Provide good standard of personal presentation at all times. • Commitment and enthusiasm for Grand Slam Events aims and goals. 	
Circumstances	<ul style="list-style-type: none"> • Events are generally bespoke so the ability to work weekends/evenings/early mornings with time off in lieu where appropriate. • Ability to be on call to answer the phone evenings and weekend • Car Owner/driver, to hold clean driving licence 	

	and prepared to travel <ul style="list-style-type: none"> • Working from Grand Slam Events office (and on location for any events in the UK) 	
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TERMS AND CONDITIONS

JOB TITLE:

Events, Marketing & Sales Exec

JOB TYPE:

Fixed term contract for 3 Months with a view to extend it to a total of 6 months. Thereafter, it will be decided if the position will become a permanent role.

SALARY:

Basic salary £13,000 + (to be negotiated depending on graduate or intern status)

COMMISSION:

Commission payable and subject to sales targets being met

HOURS:

Working hours are 40 hours per week from 9.00 am to 6.00 pm

ANNUAL LEAVE:

28 days holiday including bank and public holidays - pro-rata

PLACE OF WORK:

Based at Grand Slam Events offices in Wimbledon, London (on location for events and client meetings).

TO APPLY:

Please apply by sending your CV, salary requirements and covering letter addressing the essential criteria and how you are strongly suited to this position to hr@grandslam.uk.com with “**GSE1**” in the subject title of your e-mail.

There is no deadline for applications – as soon as we find the right candidate for us, we will stop recruiting – so be quick or miss out! ***IMPORTANT – Actual job starting date will be November 1st 2013**