Job Description

The acc Liverpool Group

Senior Exhibition Sales Manager

SALARY:	**Competitive**
HOURS	**37.5 per week**
WORKING PATTERN	**Monday – Friday**
LOCATION	**The ACC Liverpool Group, Kings Dock, Liverpool, L3 4FP**
PRIMARY FUNCTION OF THE JOB:	**To promote and sell Exhibition Centre Liverpool and The ACC Liverpool Group to trade and consumer exhibition and experiential event organisers to strategically develop and grow this sector locally, nationally and internationally.**
DIRECTLY RESPONSIBLE TO:	**Assistant Director of Sales (Conference and Exhibitions)**
DIRECTLY RESPONSIBLE FOR:	**Sales Account Manager – Exhibitions**

MAIN AREAS OF RESPONSIBILITY:

- To manage and develop the exhibition sales team setting objectives to achieve pre-set targets identified from the exhibition sales plan.
- To manage the Sales Account Manager-Exhibitions to ensure that all opportunities are reacted to, proactively targeted and relationship managed in a timely manner.
- To create a culture within the exhibition sector that puts Exhibition Centre Liverpool and ACC Liverpool at the forefront of clients minds when placing business.
- To develop an annual sales strategy, taking into account market trends and the business environment and review this on a quarterly basis reporting on any findings.
- To undertake relevant sales and marketing activities in order to achieve sales targets from exhibition clients.
- To be responsible for attracting third party exhibitions, trade shows and experiential events to both Exhibition Centre Liverpool and ACC Liverpool.
- To be responsible for the commercial management and programming of events in the commercial interest of both Exhibition Centre Liverpool and ACC Liverpool.

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- To contact and communicate price proposals to clients for space and facilities at Exhibition Centre Liverpool and ACC Liverpool.
- To ensure contracts are accurately raised and reflect the proposal made and, working with the Contracts Executive, ensure they are signed and returned.
- To ensure packages of services are agreed with the client and communicated to the ACC Liverpool events and operations teams.
- To ensure that the sustainability of an event is taken into account when offering availability to a client.
- Through the Sales Account Manager-Exhibitions inform and guide the organisation on client relationships and changing needs and demands.
- To identify opportunities and grow new business from a variety of large multi national, local and regional organisations to ensure a diverse complimentary mix of events.
- Liaise closely with Corporate, Association, Sport and Entertainment sector leads on any potential clash events prior to confirming availability to clients to avoid programming conflict.
- To develop a robust CRM process to ensure that key client relationships are developed on an on-going consistent basis and that this information is recorded and reported each month.
- On a monthly basis, report on enquiries received, lost and developed, the state of the sector including business position in relation to the budget target.
- To follow up on any leads and general enquiries, dealing with them in a timely and efficient manner and ensure that team members do the same.
- To proactively call potential customers and ensure that team members are targeted to do the same.
- To prepare event costs and proposals as required.
- To set up and attend regular ‘keep in touch’ client meetings.
- To set up and attend regular ‘keep in touch’ team member meetings.
- To attend exhibitions, meetings and other events nationally and internationally as required to promote The ACC Liverpool Group.
- To provide a monthly sales activity report of planned activity 3 months out.
- To assist in the creation and hosting of evening and weekend familiarisation visits as required by the Assistant Director of Sales (Conference and Exhibitions)
- To provide a client ‘face’ for The ACC Liverpool Group and promote Liverpool as a event destination at all times.
- To undertake any other duties commensurate with this post as determined by the Assistant Director of Sales (Conference and Exhibitions).
- The duties of this post may require weekend, evening and night work and working bank holidays to meet the needs of the agreed programme of events activities and this is reflected in the salary for this role.
- To adopt and sustain a flexible approach to the work of the team.
- To contribute to the success of the team in meeting The ACC Liverpool Group’s aims and objectives.
- To undertake training as required to efficiently perform the duties of this role.
- This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.

- It is inevitable over time to time that the emphasis of this job will change, therefore this information will be periodically reviewed, revised and updated in consultation with the post holder to reflect the appropriate changes.

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