# JOB DESCRIPTION

This job description is a guide to duties the post holder may be required to undertake but does not form part of their contract of employment and may vary from time to time to reflect changing circumstances.

<table>
<thead>
<tr>
<th>JOB TITLE:</th>
<th>Sales Account Manager</th>
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<tbody>
<tr>
<td>DEPARTMENT:</td>
<td>Conference and Catering</td>
</tr>
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<td>REPORTS TO:</td>
<td>Manciple</td>
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<tr>
<td>WORK CLOSELY WITH:</td>
<td>Conference and Events Coordinator</td>
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</tbody>
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## MAIN PURPOSE OF THE JOB:
- To develop new business through pro-active sales, acquire new customers and build robust relationships with external organisations (70%).
- To respond to all conference and events enquiries in a timely manner recommending the best solution for the client in order to confirm and contract the business (30%).
- To work with the Manciple to develop and implement an annual sales and marketing strategy leading to maximise conference and events revenue to meet budgeted targets.
- To promote the College and its conference and events facilities and products to existing and new customers through face to face meetings and presentations, visits and telephone calls, including show rounds and attendance at key industry events.
- To maintain a high level of customer care at all times and to provide an efficient and professional event management service.

## MAIN RESPONSIBILITIES:

- Responsible for maximising business growth through proactive selling and effective conversion of enquiries for all the different College activities (conference, dining and accommodation).
- To identify and exploit new business opportunities through research and capture of new clients locally and nationally from buoyant market sectors.
- Proactively research and monitor the local and national market, industry trends to ensure that our services and their prices are competitive in order to maintain optimal occupancy levels and revenue.
- Undertake in-depth account management to develop strong customer relationships and carry out all duties with high levels of customer care ensuring high levels of customer satisfaction.
- To establish and manage sales systems ensuring details of all client enquiries, profiles, their requirements and interests, and relevant sales activity are kept up to date.
- To develop expert knowledge of the events and bookings management system used by the college (Kinetic's) in order that all data are accurately captured.

- Attend meetings, key industry events and take an active role with our external partners such as VoE, MIA, HBAA, MC when necessary.

- Being aware of the daily and weekly calendar of events and liaising with the Catering and Conference Teams to ensure that all departments work together to deliver the events professionally and smoothly.

- To assist the conference team in the delivery of conference activity, where additional support is needed.

**ADDITIONAL RESPONSIBILITIES:**

Any other task as may be required from time to time as directed by the Manciple and Domestic Bursar, commensurate with the role, level of responsibility and person specification.

**CONTACTS AND COMMUNICATION:**

The post holder will have contact with a wide range of international, national and local clients, both academic corporate and private. Within the College, contact with Fellows’ Students, Staff and Old Members will be significant. Communication is by all methods and relates to all aspects of the conference and event management process, e.g. handling initial enquiries and providing advice on facilities and the most appropriate venue and configuration; representing the College at trade and exhibition fairs and in-house public relations events; co-ordinating facilities and services such as AV, IT and catering to ensure that all requirements are in place.

**SCALE OF RESPONSIBILITY:**

To undertake tasks in an efficient manner with minimal supervision and referring queries as appropriate.

**PROBLEM SOLVING:**

Assessing each business enquiry to ensure that requirements are realistic and that the organiser/customer is abiding by the contracted terms and conditions. Identifying and resolving any issues that may be identified through this process.

Resolving problems arising from late alterations to client requirements. Identifying and communicating agreed alterations with the client and responsible departments.

Any problems relating to bookings on a day-to-day basis.

Where necessary the post holder will consult with the Manciple on the most appropriate solution to a problem, and in general ensure he/she is advised of any problems or difficulties which may adversely affect the smooth running of an event.

**DIRECTION OF WORK/ADVICE AND GUIDANCE RECEIVED:**

The post holder will be expected to initiate progress and prioritise work without daily direction. When required advice and guidance will generally be sought from the Manciple.

**ADDITIONAL INFORMATION:**

Working an average of 37.5 hours per week. During some weeks of the year, the contracted hours of work may vary in line with departmental needs. Given the nature of the College business, full flexibility in terms of hours and working days is required.

Manciple – May 2021