Person specification

Achievements

Essential
➢ A proven track record in sales roles showing career advancement and achievement of key targets
➢ Understanding of the MICE industry and Association, Corporate, Agency markets

Desirable
➢ Representation of your venue at HBAA and/or MIA

Education & Training

Essential
➢ GCSE-level standard or equivalent
➢ Sales training, business development/account management training
➢ Presentation skills training

Desirable
➢ Degree/FE or equivalent qualification

Work Experience

Essential
➢ Conference office experience in operational post or through departmental association.
➢ Worked in direct sales role within conference venue
➢ Sales activity planning and implementation
➢ Competent in use of CRM system
➢ Understanding of revenue budgets/volume targets
➢ Worked as part of a Sales department/function budget

Desirable
➢ Academic venue experience

Aptitude

Essential
➢ Numerate
➢ Literate with good command of written and spoken English
➢ Computer literate in MS Word, Excel, PowerPoint, industry PMS systems – conference diary, CRM system
➢ Can rationalise a business problem
➢ Creative/ideas driven
➢ Note taker
➢ Good listener
➢ Customer focused

Desirable
➢ Understands business case/corporate life
➢ Experience and use of Kinetic Solutions modules – KxConferencing, KxMarketing

**Personality/Interpersonal Skills**

Essential
➢ Works well in a team
➢ Sense of humour
➢ Enthusiastic
➢ Self-starter/self-motivated
➢ Can work on own away from the office

Desirable
➢ Passionate
➢ Positive/optimist

**Appearance**

Essential
➢ Smart, business-like

**Circumstances**

Essential
➢ Able to travel
➢ Available at weekends/evenings as required

Desirable
➢ Flexible working days
➢ Own car available for business use
➢ Driving licence