



Manchester Central

Sales and Business Development Manager
Application details

Background

Manchester Central Convention Complex offers a range of flexible facilities to host exhibitions, conferences and events, from the smallest corporate meeting to the large-scale convention 'village' provided for the major political conferences.

This is an exciting time of significant change as the venue has recently completed a £30 million redevelopment programme. The stage is now set to further develop the business in both the UK and international markets by ensuring the delivery of world class facilities and customer care. The Sales and Business Development Manager will be responsible for ensuring excellence in all aspects of the company's sales function.

Manchester Central is operated by Manchester Central Convention Complex Ltd, a wholly-owned subsidiary of Destination Manchester Ltd. The shareholding in Destination Manchester is 100% owned by Manchester City Council.

The corporate governance of Manchester Central is overseen by a Board of Directors, comprising the following members:

Chair: John Early
Chief Executive, Genr8 Developments

Councillor Bernard Priest
Executive Member, Finance & Human Resources,
Manchester City Council

Angie Robinson
Chief Executive, MIDAS

Richard Paver
City Treasurer, Manchester City Council

Andrew Stokes
Chief Executive, Marketing Manchester

Lesley Tomlinson
Chief Executive, Manchester Central

The Manchester Central management structure operates with five senior roles, covering Sales and Marketing, Operations, Facilities Management, Catering and Finance reporting to the Chief Executive.

Job Specification

Job Title Sales and Business Development Manager

Remuneration £30,000 - £45,000 depending on experience

Holidays 25 days per annum plus bank holidays

Pension Contributory scheme with a 10% employer contribution

Responsible to The Sales and Marketing Director

Job Purpose

To deliver against agreed sales objectives as set out in the five year business plan with particular attention to managing sales metrics and developing new revenue streams that drive additional economic impact for the city of Manchester.

The role is hands on and requires an individual who enjoys close attention to detail.

Main responsibilities

- To support the Manchester Central Sales Team in achieving agreed KPIs in conjunction with the Sales and Marketing Director.
- To secure business in existing and new markets by employing a variety of proactive sales and marketing techniques to include, among others, attending industry events and exhibitions, developing one-to-one relationships, securing face-to-face meetings and hosting industry familiarisation trips.
- To attract an increased number of high profile events to Manchester Central, ensuring that the venue's facilities are utilised to their full potential and income is maximised.
- To ensure that the Sales Team produce accurate sales reports and demonstrate effective diary management techniques.
- To take a leading role in monitoring sales metrics and implementing a revenue management strategy for Manchester Central in conjunction with the Sales and Marketing Director.
- To devise and implement a business retention strategy for the existing customer base at the venue.
- Research and develop additional revenue streams for the venue from ancillary projects such as the venue's website, digital signage and partnership programmes.
- Support and develop the Manchester Central Hospitality Sales Team in order to maximise food and beverage sales and establish the venue's catering offer as the best in the business in conjunction with the Sales and Marketing Director.
- Work strategically with the Marketing, Operations, Catering and Facilities Teams to ensure Manchester Central is perceived by customers as "best in class".
- Support, when necessary, the Sales and Marketing Director in the completion of sales management reports.
- To deputise to the Sales and Marketing Director as required

General duties

- To operate in accordance with Manchester Central's current policies and practices.
- To undertake any training necessary to meet the requirements of the post.
- To undertake any travel or out of hours activity necessary to facilitate satisfactory achievement of the job purpose.
- To undertake any other duties which may be from time to time deemed necessary for satisfactory completion of the job purpose.

Person Specification

An experienced sales professional with an excellent track record in business development and revenue management. This is a supporting role to the Sales and Marketing Director who will retain line management responsibility for the training and performance of the Sales Team.

Essential skills

- An excellent track record in understanding the sales function, including development of strategic sales metrics and implementation of new business development plans.
- Strong numeracy and computer skills with the ability to analyse and interpret detailed financial and statistical data.
- A proactive sales professional that displays a keen sense of commercial awareness and has a demonstrable track record of identifying new business opportunities.
- Demonstrates all elements of a structured sales approach.
- High level interpersonal skills, including face to face and telephone contact, plus the ability to write persuasively and fluently.
- A skilful negotiator and networker, with excellent opening and closing techniques.
- A confident presenter that displays charisma and professionalism to large or smaller groups.
- Experience in managing revenue streams set against clear, measurable objectives.

Desirable attributes

- Experience in the business tourism markets at national and international level including the following priority markets: International and European Associations, National Associations, Public Sector, Corporate and Trade and Public Exhibitions.
- Experience selling web and digital advertising.

Method of application

To apply for this post, please supply the following information:

- A full CV giving details of education, qualification and employment history, including dates of employment and salary information.
- A letter in support of your application, explaining your suitability for the post and your salary expectations.
- The names of two referees who may be contacted about your suitability for the post, preferably including your most recent employer. (Referees will not be contacted without your prior notification).

Please return your completed application to Manchester Central, marked as follows:

FAO Sophie McCartney, HR Officer
Ref. Sales and Business Development Management
Manchester Central Convention Complex Ltd
Petersfield
Manchester
M2 3GX
s.mccartney@manchestercentral.co.uk

Closing date for application is 24 June 2011

1st interviews will be held in Manchester in the week beginning Monday 27th June.