

Senior Account Manager

Where Manchester meets the world...

Manchester Central is an award-winning, globally renowned venue in the heart of one of the world's most vibrant cities. This iconic convention centre offers world class flexibility and state-of-the-art facilities that provide a dynamic venue for some of the world's leading conferences, exhibitions and events.

It is fundamental to our continued business growth that we have a compelling people strategy to help us realise our challenging company goals. This role will play an important part in sustaining our continued business growth.

Senior Account Manager

Competitive salary + bonus (subject to bonus scheme rules) / minimum 25 days holiday plus bank holidays / generous contributory pension scheme / discounted car parking / flexible hours/hybrid home office working

Manchester Central is pleased to announce the vacancy of a Senior Account Manager. Reporting directly to the Head of Venue Sales, this role is working on a full time, permanent basis at one of the country's leading conference venues.

Your duties and responsibilities will include but are not limited to:

- Supporting the Head of Venue Sales in the leadership and supervision for our exhibition sales function, including direct line management of an Account Manager
- Developing and leading a short, medium and long-term sales strategy to attract new exhibition business to the venue.
- Developing and maintaining current licence fee revenues from existing client relationships
- Being an authoritative profile in the exhibition events industry, with sound knowledge of both regional and national opportunities
- Developing excellent agency relationships with a solid understanding of key accounts, decision making structures and agency cultures

The ideal candidate will have:

- A background in a structured exhibition sales role within the conference market **or** transferable experience from the hospitality and/or events sector
- A qualified track record of identifying and winning business
- Experience of sales reporting and CRM systems

You must:

- A positive and tenacious sales attitude
- Have an understanding of the events industry from a sales and operational perspective
- Have the ability to effectively communicate ideas to people at all levels
- Be confident in presenting to both internal and external customers

To apply for this exciting opportunity, please send a CV and covering letter including details of your current salary and two references to:

Ref: Senior Account Manager

FAO: HR Team Email: careers@manchestercentral.co.uk

Closing date for applications: 8 April 2022 (5PM) We reserve the right to bring this date forward if a sufficient number of suitable applications are received

Manchester Central is an equal opportunities employer. All applicants who meet the essential criteria and identify as having a disability in their covering letter will be guaranteed an interview.

JOB DESCRIPTION

Senior Account Manager

SALARY	Competitive
HOURS	37.5 hours per week
WORKING PATTERN	Monday to Friday
LOCATION AND BUSINESS AREA	Manchester Central - Sales
AIM OF THE ROLE:	To develop and maintain existing client relationships and to attract new business to Manchester Central. To lead the sales effort providing strategic input and a proactive approach, targeting the exhibition market to develop valuable relationships for short and long term business opportunities.
DIRECTLY RESPONSIBLE TO:	Head of Venue Sales
DIRECTLY RESPONSIBLE FOR:	Account Manager

MAIN AREAS OF RESPONSIBILITY

You'll be responsible for:

- Supporting the Head of Venue Sales in the supervision and leadership of the exhibition sales function, including direct line management of an Account Manager
- Meeting and exceeding all agreed sales targets (individual KPI & revenue targets, and overall team target)
- Account managing the exhibition sector, across both new and existing client base
- Developing and leading a short and long term sales strategy to attract new exhibition business to Manchester Central, in conjunction with the Head of Venue Sales and Director of Sales and Marketing
- Developing and maintaining current licence fee revenues from existing client relationships
- Contributing to and positively promoting clear and strategic venue diary management

- Being an authoritative profile in the exhibition events industry, with sound knowledge of both regional and national opportunities
- Developing excellent agency relationships with a solid understanding of key accounts, decision making structures and agency cultures
- Organising and attending client meetings, both internally and externally
- Serving as an ambassador for the Manchester Central brand at all times, delivering on and adhering to the company's core values

- Maintaining and accurately keeping updated customer records on internal CRM system
- Efficiently responding to all customer enquiries in a timely and effective and detailed manner
- Working closely with the operations team to ensure the events you sell are not only commercially, but equally operationally viable
- Preparing monthly sales activity reports

About us:

Our purpose is to connect people, ideas, and business through meaningful and rich experiences.

Our customers choose Manchester Central because of the experiences we help them to create. We help them to make something happen – the energy and connection that creates memories.

We help them to grow their businesses – connecting with their customers, partners, suppliers, and employees. We bring people together to share ideas and make plans. We pay attention to the details so our clients can pay attention to their guests. What makes us different is the creativity, professional delivery expertise and passion of our team.

The qualities of our people:

Our people are pretty fabulous. They really love our industry, our customers, and what we do. We have high expectations of each other and live up to the standards we've set.

The people who are happiest working for us want to get stuck in and make things happen for a great purpose. They want the challenge of a fast pace, lots of energy and a great team to work with.

We are a special group who have chosen to work together, and we share these characteristics:

Expert & specialist. We're highly respected and super proud of our level of expertise – making the complexity of what we do look effortless.

Flexible. We're all about innovation and trying new ways to create experiences for customers. We're really flexible to meet our customer's needs.

Positive and energetic. There's a great energy across the business and sense of teamwork - it feels like a family. We have fun at work and there's plenty of social activity.

Ready to grow. Careers are important to us too – some of our senior leaders started out as team members and then progressed their careers.

If people move on from working with us, they'll always have improved their skills and experience along the way.

Committed. Our people show huge levels of commitment for our customers and they're determined to get the job done. Events always build up to a crescendo of activity, so it's not always easy. Even when there's pressure it's still a great place to work.

We have a Code of Conduct sets out the right way to do business at Manchester Central. The reputation and integrity of our business is based on all of the decisions we've made, the way we manage our business and what we deliver. These actions and decisions have built up the trust we've earned with our customers, suppliers, communities and colleagues.

Our people pay attention to respect in our workplace, doing the right thing and safeguarding our company and each other.

Person Specification

Education and Qualifications	Essential	Desirable
Bachelor's degree in events or hospitality management		✓
Experience		
Evidence of an ability to identify and win business	✓	
Experience of sales reporting and CRM systems	✓	
Background in a structured sales role, preferably within the hospitality and/or events sector	✓	
Prior experience working in a sales-led role within the industry		✓
Knowledge		
Understanding of the events industry from a sales and operational perspective	✓	
Awareness of current industry trends within the hospitality and/or events sector	✓	
Understanding of HR policy and procedure	✓	
Skills		
Ability to implement HR policy and procedure	✓	
Confident and competent user of Microsoft Excel, Word and PowerPoint	✓	
Expert user of Microsoft Excel, Word and PowerPoint		✓
Personal Attributes		
Ability to effectively communicate ideas to people at all levels	✓	
Ability to lead and motivate a team member	✓	
Ability to communicate business need and requirements to line reports	✓	