

Senior Sales Account Manager

Manchester Central Convention Complex

Manchester Central is an award-winning venue in the heart of one of Europe's most vibrant cities; our vaulted arches and station clock have made our venue an iconic city feature for more than 140 years.

Our experienced team of professionals lead the industry with unrivalled service standards to help our clients create engaging, memorable experiences at events of all shapes and sizes.

Your Role

Competitive salary up to £40,000pa plus discretionary bonus/ 25 days holiday plus bank holidays / contributory pension scheme / discounted car parking

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 and event venues.

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

- Developing and leading a sales strategy to attract new exhibition and special event business to Manchester Central, in conjunction with the Head of Venue Sales and Director of Sales and Marketing
- Developing current revenues from existing client relationships through sophisticated and considered account management
- Achieving growth levels for margin and revenue as stipulated by annual targets (individual KPI & revenue targets, and overall team target)
- Identifying and developing opportunities for New Customers and New Market Sectors as well as responding to reactive enquiries, to actively secure new business as well as increasing revenue opportunities
- Supervision and leadership of the exhibition and special event sales function, including direct line management of an Account Manager
- Developing excellent agency relationships with a solid understanding of key accounts, decision making structures and agency cultures
- Being an authoritative profile in the exhibition and special events industry, with sound knowledge of both regional and national opportunities

The ideal candidate will have:

- A background in a structured sales role, preferably within the hospitality and/or events sector
- Evidence of an ability to identify and win business
- Experience of sales reporting and CRM systems

You must:

- 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 able to lead and motivate a team member

Apply

To apply for this exciting opportunity, please send a CV and covering letter to:

Ref: Senior Account Manager



FAO: HR Team

Email: careers@manchestercentral.co.uk

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:	Up to £40,000pa plus discretionary bonus
Hours:	37.5 hours per week
Working pattern:	Monday to Friday
Location and business area:	Manchester Central - Sales
Aim of the role:	Targeting the exhibition and special event markets, to lead the sales effort providing strategic direction on driving the division to achieve targets and growth. Maintain and develop a wide range of client accounts and relationships by taking a proactive approach to sales and business development.
Directly responsible to:	Head of Venue Sales
Directly responsible for:	Sales Account Manager

Main areas of responsibility

- Developing and leading a sales strategy to attract new exhibition and special event business to Manchester Central, in conjunction with the Head of Venue Sales and Director of Sales and Marketing
- Develop current revenues from existing client relationships through sophisticated and considered account management.
- Achieve growth levels for margin and revenue as stipulated by annual targets (individual KPI & revenue targets, and overall team target)
- Supervision and leadership of the exhibition and special event sales function, including direct line management of an Account Manager
- Preparing monthly sales activity reports
- Developing excellent agency relationships with a solid understanding of key accounts, decision making structures and agency cultures
- Identify and develop opportunities for New Customers and New Market Sectors as well as responding to reactive enquiries, to actively secure new business as well as increasing revenue opportunities
- Being an authoritative profile in the exhibition events industry, with sound knowledge of both regional and national opportunities
- Utilise key drivers and be able to report on market information in the exhibition and special event market
- Monitor performance on key accounts to ensure that timelines and deadlines are adhered to at all times and that customer satisfaction is achieved for repeat business
- Develop and deliver insightful professional venue tours at Manchester Central
- Organising and attending client meetings, both internally and externally including national and international travel as and when required for business purposes
- Contributing to clear and strategic venue diary management
- Maintaining and accurately keeping updated customer records on internal CRM system
- Working closely with the operations team to ensure the events you sell are not only commercially, but equally operationally viable
- Serving as an ambassador for the Manchester Central brand at all times, delivering on and adhering to the company's core values

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 customers 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	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		
Communication	✓	
Accuracy and attention to detail	✓	
Organisation		✓
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	✓	