

LIVERPOOL EXPERIENCE CAMPUS

JOB DESCRIPTION & ROLE PROFILE



Department/Team

Corporate and Agency Sales Account Manager

REPORTS TO: Senior Corporate & Agency Sales Manager

DIRECT REPORTS: n/a

JOB PURPOSE

Collaborating with the corporate sales team to promote Liverpool Experience Campus to regional and national corporate organisations and event agencies through networking and a range of proactive activity, with an overall objective of increasing and maintaining business from this sector.

MAIN DUTIES AND RESPONSIBILITIES

- Identify opportunities from national and regional corporate organisations to promote Liverpool Experience Campus as a venue of choice.
- Target event management and venue finding agencies to increase market share from this sector.
- Meet and present to corporates and event agencies to develop new business opportunities and build relationships.
- Manage enquiries effectively to give maximum potential of increasing conversions, proactively calling potential clients and prospects, preparing event costs and proposals, advising clients on the best use of space for their event to maximise revenue and meet company targets.
- Account manage key clients and undertake relevant sales and marketing activities in order to achieve sales targets from corporate clients.
- To manage the sales process from enquiry to contracting in line with the achievement of company targets as outlined in the Sales and Marketing Strategy.
- Maintain the CRM in order to process and create new, and develop existing, client relationships, monitoring activity to ensure clients are managed effectively and leads and enquiries are dealt with efficiently and in a timely manner.
- Develop business opportunities through proactive activity at networking and membership events such as Downtown, Liverpool Chamber and other opportunities.

- Support a culture within the corporate team sector that puts Liverpool Experience Campus at the forefront of clients' minds when placing business.
- Produce, negotiate, and monitor contracts between Liverpool Experience Campus and its clients to ensure documentation is accurate and reflects the proposal, and is returned signed in a timely manner.
- Collaborate with the Events and Operations teams with accurate briefings of the packages of services that are agreed with the client to ensure events meet client needs and are successful.
- Contribute to the annual corporate sales strategy, considering market trends, business on the books and the business environment.
- Deliver monthly reports on enquiries received, lost, and developed, the state of the sector and on Sales to inform on target delivery, and on business targets being achieved.
- Attend exhibitions, meetings and other events locally and regionally as required to provide a client 'face' for Liverpool Experience Campus and promote Liverpool as a conference destination at all times.
- Assist in the creation and hosting of evening and weekend familiarisation visits as required by the Senior Corporate and Agency Sales Manager.

MANAGEMENT / SUPERVISOR RESPONSIBILITIES

- None

GENERAL

- To contribute to the success of our One Team culture to deliver our aims and objectives, maintaining a flexible and positive attitude.
- To adhere to Liverpool Experience Campus' Health and Safety policies and procedures and to observe a duty of care to all visitors, staff and contractors to Liverpool Experience Campus
- To undertake any other duty commensurate with this post as determined by your manager.
- This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.
- It is inevitable over time that the emphasis of this job will change, therefore this information will be periodically reviewed, revised and updated involving the post holder.

ROLE PROFILE

| ATTRIBUTES | DESCRIPTION | ESSENTIAL/ DESIRABLE | HOW MEASURED |
|--------------------------------------|---|--|-----------------|
| TRAINING & QUALIFICATIONS | | | |
| EXPERIENCE | Significant experience in a similar role and within a highly targeted sales environment. Significant Account Management experience Significant experience of event management | Essential Essential Desirable | A and I |
| SKILLS & KNOWLEDGE | Detailed understanding of the sector and managing events Detailed understanding of how to build relationships with potential and existing customers through account management Detailed understanding of new business development Developed negotiation skills | Desirable Essential Essential Essential | A and I |
| KEY ATTRIBUTES | Emotional intelligence, pragmatic, resilience, influencing, internal / external stakeholder management, confidence, excellent verbal and written communication, conflict resolution, innovation and creative | All Essential | A and I |

Key for How Measured:
I - Interview

P - Presentation

A - Application

E - Exercise

T - Test

AC - Assessment Centre

CS - Case Study

Signed by Employee:

Date:

Signed by Line Manager

Date