

## Job Description

1. Job Title	Head of Sales and Events
Department	Harrogate Convention Centre
Service	Sales and Events
Team	Sales and Events
Date Prepared/Revised By	Convention Centre Director – June 2017
Post Accountable to	Convention Centre Director
Post directly responsible for employees(number of workers)	Direct Supervision: 5 Indirect Supervision: 9
<b>2. Main Purpose</b>	
<p>To successfully lead the Sales, Events and Marketing team in one of the UK's major convention businesses. Focus on achieving business results and improved performance growth based on agreed targets.</p>	
<b>3. Key Contacts</b>	
<p><b>Internal:</b> All Convention Centre staff, DMT, HBC Managers, Kudos Catering  <b>External:</b> Clients, Stakeholders, Customers, Suppliers</p>	
<b>4. Main Accountabilities</b>	
<p>Is a member of the management team and is responsible for the management of the sales, events and marketing functions.  Identifies and researches new markets.  Develops sales strategies and new marketing plans linked to and which support the sales strategies.  Ensures that professional sales and event planning processes are embedded into the culture of the organisation and meet customer requirements.  Responsible for the management of a sales and marketing budget.  To lead and inspire managers and employees through personal example to deliver the Council's vision, values and priorities.  To build mutual confidence, respect and trust with Elected Members in order to ensure effective political/officer relationships within the Council.  To build and maintain effective relationships with key external stakeholders in order to ensure the delivery of the Council's priorities.  Ensure that all direct reports are provided with appropriate challenge and support to enable them to provide effective leadership to their teams, and enable the delivery of high performing teams.  Promote and embed a strong performance culture through the setting and monitoring of performance targets for direct reports.  Ensure that the Council's performance management framework is used to recognise good performance and to tackle under performance</p>	
<b>5. Standard Accountability Statements</b>	
<p>Health and Safety: You are required to comply with the Council's Health and Safety Policy and to take such steps as are reasonably practicable for your own health and safety and that of your colleagues at work and those affected by your work.</p>	

You must comply with your safety responsibilities and must co-operate with management in all respects for the full implementation of the Council's Health and Safety Policy. Your safety responsibilities are shown on the Safety Responsibility Statement (SRS) for your post.

Equality and Diversity: The post holder must adhere to all policies and procedures relating to equality and diversity in the workplace and provision of services.

Learning and Personal Development: The post holder has a personal responsibility for his or her own learning and development, and will maintain up to date records of achievement and attendance as required. The post holder must undertake the learning and training identified in the job skills matrix, and other relevant training that is identified and agreed with their manager.

**6. Job activities (For each accountability there should be no more than 4 or 5 activities.)**  
**Main duties and responsibilities relating to accountabilities identified above.**

**1.0 Is a member of the management team and is responsible for the effective management and development of the sales, events and marketing functions.**

- 1.1 Leads the sales team in selling the venue, the services, the people and the location to drive the most lucrative and prestigious events to the Convention Centre.
- 1.2 Works as part of the Convention Centre senior management team in leading the business forward, ensuring effective stakeholder and industry engagement and developing long lasting business relationships.
- 1.3 Ensure that the sales and events team manage client expectations whilst demonstrating exceptional customer focus and delivering the customer experience.
- 1.4 Takes a full role in the review and implementation of the overall business strategy.
- 1.5 Leads, manages, develops and motivates staff in the sales, events and marketing team ensuring that the work interfaces with the rest of the business.
- 1.6 Creates a performance and target driven culture within the sales, events and marketing teams and the wider organisation.

**2.0 Identifies and researches new markets.**

- 2.1 Develops and maintains up to date product knowledge of Convention Centre and its competitors.
- 2.2 Develops a network of professional contacts and attends industry networking events.
- 2.3 Keeps abreast of industry trends and develops and provides the Convention Centre Board and the management team with regular market intelligence on the convention industry.

**3.0 Develops sales strategies and new marketing plans linked to and which support the business strategy.**

- 3.1 Develops and implements deliverable, effective and durable sales and marketing strategies which will ensure the longer term competitiveness of the destination in national and international markets.
- 3.2 Devises and oversees ambitious yet practical sales campaigns for the Convention Centre as a major destination for business tourism which are creative, closely targeted, and visibly cost effective.
- 3.3 Develops realistic and deliverable initiatives to produce other sources of income for the business.
- 3.4 Develops and maintains effective engagement with clients including the monitoring and development of key accounts.

- 3.5 Carries out regular organiser and customer research to ensure that the Convention Centre develops and responds to their requirements.
- 3.6 Works with Visit Harrogate to help promote the destination.

**4.0 Ensures that professional sales and event planning processes are embedded into the culture of the organisation and meet customer requirements.**

- 4.1 Ensures that the sales and planning teams work in collaboration with wider colleagues to ensure effective good overall service delivery to customers.
- 4.2 Develops a culture within the whole organisation where all employees promote the Convention Centre, identify sales opportunities and communicate these to the right people.
- 4.3 Ensures that all communications with prospective and existing customers are professional and positive.
- 4.4 Ensures that existing customers are treated with the same importance and priority as winning new customers.
- 4.5 Ensure that the sales and events team create event proposals as part of the sales process which include an evaluation of all costs, income and economic impact.

**5.0 Responsible for the management of a sales and marketing budget.**

- 5.1 Prepares, agrees and controls sales and marketing budgets.
- 5.2 Ensures that all sales contracts are commercially viable.
- 5.3 Sets financial targets – consistently improves business performance and manages risk.