

Person Specification

Job Title	Head of Sales and Events (post ref RM02)	Req No	
Prepared by	Convention Centre Director	Date	Jun-17
Essential Criteria – Vital requirements for the post holder			
<u>Relevant Experience:</u>			
<p>Experience at a senior level in a sales, event planning and marketing environment Demonstrate knowledge, competence and experience in delivering successful sales and events Visible track record of sales within an events environment</p>			
<u>Qualifications/training:</u>			
<u>Special Knowledge:</u>			
<p>Flair and creativity in developing sales and marketing campaigns Effective contract negotiator, event planning skills Knowledge of the Conference and Exhibition industry</p>			
<u>Disposition/attitude:</u>			
<p>Excellent team player Good motivator and leader - Leads by example High degree of sophistication and competence in interpersonal skills and client relationships Good people and resource management skills Approachable and visible to staff and clients Good communication and networking skills Self starter, resourceful and highly motivated</p>			
<u>Practical/intellectual:</u>			
<p>Effective management of budgets Ability to think strategically and show vision Able to take a long term view Ability to develop detailed knowledge of the business, its services and potential Able to evaluate risk Good presentation skills Good IT skills</p>			
<u>Physical Requirements:</u>			
<p>Has drive and energy</p>			
<u>Additional Requirements:</u>			
Desirable Criteria – Additional requirements relevant to the post			
<p>A formal qualification in sales or event industry Experience in the conference/exhibition industry</p>			