

Job Description

1. Job Title	Account Manager
Service Area	Harrogate Convention Centre
Service	Sales & Events
Team	Sales & Marketing
Date Prepared/Revised By	June 2017/Brian Dobson
Post Accountable to	Business Development Manager
Post directly responsible for employees(number of workers)	Direct Supervision: 0
2. Main Purpose	
<ul style="list-style-type: none"> • The primary purpose is business retention and growth. • The secondary purpose is new business acquisition • The post holder is responsible for strengthening relationships with the aim of retaining and growing existing accounts. • The post holder is responsible for building relationships with the aim of acquiring new exhibition, association conference, and corporate events lettings. • The post holder is expected to meet and strive to exceed personal financial sales targets and KPI's, be commercially astute and focussed on achieving results. 	
3. Key Contacts	
Internal: Convention Centre and Harrogate Borough Council colleagues, specifically sales, marketing, commercial, catering, technical and event management teams.	
External: New prospects and existing clients. Suppliers, partners, event industry links and bodies. Local, regional and national networking links.	
4. Main Accountabilities	
<ol style="list-style-type: none"> 1. To meet and strive to grow Repeat Lettings targets 50%. 2. To meet and strive to exceed annual New Lettings and New Repeat Lettings targets (30%). Including <ol style="list-style-type: none"> a. To meet and strive to exceed sourcing and meetings' KPI's 3. To process all Sales to completion of Contract. 10% <ol style="list-style-type: none"> a. To maintain cost within or under budget. 4. To have extensive knowledge of the UK and International Events market and use this information to proactively sell Harrogate Convention Centre. 5% 5. To have extensive knowledge of the venue and destination in order to sell venue space and up-sell venue services. 5% 	
5. Standard Accountability Statements	
<p>Health and Safety</p> <p>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. 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.</p>	
<p>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.</p>	

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

Main duties and responsibilities relating to accountabilities identified above.

- 1.0 **To meet and strive to grow Repeat Lettings targets**
The post holder is responsible for maintaining regular contact with and where appropriate entertaining existing clients to maintain and grow Repeat Lettings.
- To build a strong working relationship and knowledge base with key clients and to have a wider knowledge of the full Convention Centre client base.
- To manage the Repeat Lettings business process, negotiating of client contracts and secure onward bookings.
- To ensure, alongside the Convention Centre Marketing Manager, clients and event buyer prospects are updated with regard to Convention Centre news
- 2.0 **To meet and strive to exceed annual New Lettings and New Repeat Lettings targets.**
The post holder will be set rolling four year annual targets in line with the venue's financial years.
- The post holder is personally responsible for meeting and striving to exceed their financial targets by sourcing new relationships and referrals to secure New, New Lettings and New Repeat Lettings.
- The post holder must meet and strive to exceed weekly and monthly sourcing telephone calls, face to face meetings and show round KPI's and record on the BDM/AM KPI Activity Report on SharePoint.
- The post holder must report on their sales progress each week at the Convention Centre Sales meeting and monthly via the Head of Sales report to Convention Centre Director.
- To carefully research each potential client and offer bespoke solutions according to their specific needs.
- 3.0 **To process all sales to the completion of contract:**
To source sales leads, (bespoke to the event buyer and according to the Convention Centre sales process to include sales lead management, facilities tours, chasing, closing the deal and securing contracts.
- To undertake effective negotiation to set the best possible venue space pricing rate, applying the Convention Centre pricing policy, event intelligence, cost calculator and event P&L techniques for rate setting.
- Responsible for proactive sales campaigns to target diary gaps and build market niches in association with marketing staff.
- To lead direct sales appointments at clients' offices and other venues.
- To begin the selling process at exhibitions and networking events.
- To undertake sales presentations as part of facilities tours, bids and targeted sales pitches.
- To understand and deliver sales according to the Convention Centre pricing and negotiating policies.
- To put the client first in all lead management and to present sales information according to the Convention Centre brand and timed to suit client needs.
- To display proactive, enthusiastic and efficient customer service skills throughout the sales process.
- To oversee the contract and invoice process for event clients and to take personal responsibility for their accuracy and completion.
- To complete all administration pertaining to the role to include client correspondence, internal procedures, sales and financial target reports and comply with Standard Operating Procedures.
- To ensure operational and other Convention Centre teams are fully updated with regard client accounts and new business conversions.

4.0	<p>To have extensive knowledge of, and to research the UK and international events market and use the information to proactively sell the Convention Centre.</p> <p>To research and report market trends and sales trends and identify market sectors that exist and can be developed.</p> <p>To use market awareness and research to suggest areas for growth and improvement in all Convention Centre products and services.</p> <p>To research potential client growth, via researching competitors and reviewing why clients have left the Convention Centre for other venues, or who have – as part of the sales process – favoured another venue ahead of the Convention Centre.</p>
5.0	<p>To have extensive knowledge of the venue and destination to sell venue space and up sell venue services.</p> <p>To ensure a full working knowledge of the Convention Centre as a venue to ensure all duties and responsibilities are carried out with maximum effectiveness. To be personally responsible for regularly updating personal knowledge of the venue.</p> <p>To be fully aware of all Convention Centre spaces and how they can be packaged together to offer an attractive client solution.</p> <p>To understand the benefits of the Harrogate District destination and communicate these benefits to prospects to convert business.</p>
