

Job Title: Head of Venue Finding

Reporting to: Managing Director

Salary: Dependant on Experience

### **The Company**

Make Events are a hugely experienced events agency in Manchester, who have taken the industry by storm since we were launched in 2012 by founder Holly Moore. With a client list that reads like a who's who of the North West's most successful businesses, Make Events has grown rapidly and now employs a group of the industry's most talented people.

### **Purpose of the Role**

To head up the Venue Finding service at Make Events and develop into a separate department. To be the proactive lead on sales, marketing and team development. To have relentless drive to achieve sales results and transform this department.

### **Main Duties**

- Proactive sales role working with B2B clients.
- Developing a targeted sales and marketing strategy for venue finding.
- Telesales and cold calling.
- Generating and attending appointments to generate new clients.
- Developing retained accounts.
- Cross selling in and out of the Events Department.
- Growing the international venue finding side of the business and cross selling over to events department.
- Exhibiting and attending events to grow the business and generate new enquiries.
- Promoting the department across all social media and digital platforms.
- Managing and developing a team to grow the business; creating a strong sales culture within the Venue Finding team.
- Building relationships to increase commission and benefits.

*This list is not exhaustive and you will be required to undertake other duties as directed by your manager.*

### **Essential Skills, Knowledge, Experience and Interests**

- Proactive sales role within a Venue Finding Agency
- Proven track record in generating new business
- Has managed a sales team
- UK and international venue finding knowledge
- Experience using a CRM system, such as Zoho or Sales Force

- Understanding of Profit & Loss
- Presentation skills
- Social media skills – LinkedIn, Twitter and Instagram
- Excellent knowledge of Microsoft Office including Word, Excel, Outlook and PowerPoint
- Excellent verbal and written communication skills
- Confident phone skills
- Proven organisational skills
- Excellent attention to detail
- Good negotiation skills

### **Make Events Culture**

- Think about Make Events brand values and apply this to everything you do
  - Magic Touches
  - Confidence
  - Get Stuff Done
  - Anything is Possible
- Support the company vision – to be the go to Event Partner for any event for the North's household names.
- Take responsibility for your own learning and development, maintaining and improving knowledge of the events industry.
- Be fully immersed in the industry and enjoy all of the opportunities that it brings you.
- Follow the Make Events Company Ethos of work hard, be nice!
- Putting the client first and constantly asking yourself 'what is my clients customer experience NOW?

### **Other Requirements**

- Current driving licence
- Ability to travel around the UK & overseas
- Flexible approach to working hours as live events may take place over evenings and/or weekends

### **Benefits**

- 25 annual holidays allowance plus bank holidays
- Discounts with various hotel groups for personal use
- Extra days holiday on your birthday (must be taken on your birthday or if it falls on a weekend day the Friday or Monday either side) it cannot be taken any other time unless it cannot be authorised on that day for business reasons.
- Option to buy holidays (up to 5 days per year)
  - If you buy the "payment" is taken off your salary at the end of the holiday year OR at the end of your employment (if sooner).
- £20 allowance towards gym membership
- 2 days paid holiday to volunteer at a charity of your choice