

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