

Events Sales Executive

About the role:

Reporting to the Head of Technology & Finance Events Sales, this role will be responsible for driving sales into the Business Services and Governance division, particularly within, but not limited to, the following brands:

- Women in IT Awards & Summits
- Women in Finance Awards & Summits
- Women in Asset Management Awards & Summits

Please note, in 2020 all events went virtual due to the COVID-19 pandemic and will continue into 2021. If the situation improves some events may revert to a live, in-person format.

Responsibilities:

- Developing leads with prospective partners and building an industry network. There will be leads provided through marketing activities, but a high proportion will be from your own research.
- Building relationships with key senior level decision makers within Technology and Financial Services companies.
- Championing the 'Women in' series as a platform and leader in assisting businesses to drive change in gender equality.
- Developing bespoke presentations, including market research and data, to build powerful and persuasive proposals based on the marketing objectives and the business needs of potential clients.
- Face to face, telephone and email communications are all key elements of the role so the successful candidate should be presentable, able to communicate articulately and with confidence.
- Creatively using sponsorship assets to build and demonstrate innovative marketing programmes that will add genuine value to potential clients and the event.
- Update and maintain the customer relationship management system (CRM) – Microsoft Dynamics.
- Regular reporting to the Head of Technology & Finance Events Sales on activity and pipeline.
- Managing all contractual rights and working with sponsors to deliver their activation goals.
- Creating activation proposals for sponsors that align with their strategy.
- Being the central point of contact internally and externally for all partner-related activity.
- Ensuring the Operations, Marketing and other internal teams are fully aware of all campaign activities of sponsors.
- Leading on the delivery of all commercial rights in relation to the sponsor's contract at all levels.
- As part of the Events team, working closely with other streams of business - Logistics, Marketing and Editorial.

What you will need:

- Minimum of 2 years sales experience.
- A proven track record in driving sales, exceeding targets and building new business.
- Demonstrate creative flair, initiative and the ability to go above and beyond.

- Proven interest in the Technology and/or Financial services sectors coupled with a genuine interest in diversity & inclusion in the workplace.
- Strong communication skills and an ability to forge relationships quickly.
- Ability to handle pressure and meet deadlines.
- Ability to work autonomously and follow your own initiative.
- Excellent organisational and time management skills.
- Previous experience in an event sales environment is advantageous, but not essential.
- English language skills (written and spoken) to a good standard, other European languages a clear advantage.
- Available to travel to events in North America, Asia and Europe if required.

To apply, please send your CV to: mark.hillier@bonhillplc.com