

**Job Title:** Conference and Events Sales Exec

**Type of Employment:** Full Time (6 month probation)

**Department:** Commercial Department

**Report:** Head of Commercial

**Description:**

Assisting Head of Commercial and taking a lead in driving Conference and Event sales across the Leyton Orient E10 Conference and Events Spaces, whilst always ensuring maximum revenue generation via other LOFC sponsorship/advertising channels.

This is a role for a go getter, with the product at its infancy the opportunity for growth is huge. This is reflected in the package with uncapped commission and the opportunity to become Conference and Events Sales Manager quickly.

**Conference Sales Manager Duties and Responsibilities:**

- Receiving, handling and converting Meetings, Events and Group enquiries.
- Planning events in conjunction with the client and Head of Conferencing, events and Hospitality
- Presenting and Selling available and suitable banquet / event options to the highest possible standard.
- Arrange and carry out stadium show rounds.
- Ensure the complete administration and execution of all planned events.
- Negotiate space, dates and rates to obtain booking goal while focusing on shoulder and off-season business.
- Engage and develop agencies relationships, including 2 FAM Trips per year
  - Attend Event and conference shows for promoting the E10 facilities event business.
  - Make commercial decisions to maximize MICE income on a daily basis.
  - Encouraging repeat business through excellent customer service and inquiry handling.
  - Build strong relationships with customers to fully understand their needs.
  - Ensure online venue finding websites are regularly updated and managed including photos, descriptions, and promotions.
  - Bring in direct guests though online marketing and advertising.
  - Helping the E10 facilities to identify new avenues of business and bring in more banquet/conference events to the Stadium.
  - Assist in the preparation and monitoring of sales, department and budgetary reports as and when required.

- Other duties and tasks assigned by the management within the job scope.

**Key KPI's:**

- Ensure that a detailed weekly report is sent to the Head of Commercial and Head of Events by Friday detailing the below:
  - o Calls made (minimum of 200 new local business/agents and corporates reached out to per week)
  - o Number of meetings attended
  - o Number of networking events attended
  - o Number of enquiries received during the week
  - o Number of proposals sent during the week
  - o Updated pipeline
  - o Plans for the following week

**Desired Knowledge, skills and ability:**

- Passionate about people, building strong working relationships with senior business decision makers
- This role will require someone who is highly organised, has a great attention to detail and has a can-do attitude
- Someone who take great pride in their work and always delivers to the highest of standard and on time
- Good venue finders and event agencies knowledge
- Someone who is eager to get on the phone and create new business opportunities.

**Experience:**

1 to 3 years' experience in conference and event sales / Banquet sales / event sales preferably within a sporting arena and a proven track record of surpassing sales targets.

**Working hours:**

- 8-hour days Monday / Friday (flexible)
- Working on a matchday is highly likely but we can be flexible on occasions.