

Job Description

Job Title:	Conference Sales Office Manager
Salary:	£40,000 - £43,000 per annum (depending on experience)
Contract Type:	15-month fixed term contract (maternity cover), full time, 37 hours per week
Reporting to:	Head of Commerce

Job Purpose

An exciting opportunity for an experienced and talented manager within the Conference and Events sector, this fixed-term role is all about leading and supporting a dedicated team to deliver the best experiences for our customers as well as driving forward the sales function for the Museum Conference Centre.

You will use your previous experience of the Conference and Events market to effectively manage enquiries, negotiate contracts and liaise with customers on all aspects of their event, providing an exceptional level of customer satisfaction along the way to encourage repeat business.

You will be heading up a team of four people - a Sales Executive who handles incoming sales enquiries and three Conference and Events Coordinators, who act as the primary point of contact for clients following hand-over from the sales team.

We're looking for someone who isn't afraid to get stuck in with the day-to-day running of this busy department and who can effectively guide a team to success using their well-established leadership skills.

Main Duties

- Lead the Conference Sales and Coordination team and undertake Line Management responsibilities, such as ensuring effective communication, training and development and conducting annual performance reviews
- Qualify and respond to incoming enquiries within agreed timescales, producing professional proposals and advising clients on how best to use the venue
- Practice effective yield and diary management
- Work with the Head of Commerce to identify and create opportunities for proactive sales approaches

- Establish a thorough understanding of clients' and prospects' business objectives and requirements
- Develop strong relationships with clients in order to maximise rebooking rates
- Identify and develop client accounts, and apply sound sales strategy to maximise revenue long term
- Continually develop the sales story and share evidence of client success with all client-facing colleagues
- Work collaboratively with the Marketing Team to help create compelling advertising campaigns
- Consult with clients to understand their conference needs and expectations for their events, advising them on best use of the venue, creating proposals and securing sales
- Support the coordinators to manage all logistical aspects of a client's event, including the booking of meeting rooms, catering and audiovisual equipment
- Accurately input data into the booking system
- Manage client contracts, ensuring all details regarding dates, room usage, catering, and audiovisual requirements are accurately documented.
- Increase revenue by identifying needs, presenting solutions and upselling as appropriate
- Be responsible for departmental financial targets and compile revenue reports where required
- Work closely and effectively with other departments, communicating all relevant information to the talented Operations Team to ensure complete customer satisfaction.
- Ensure all events comply with relevant laws, regulations, and safety standards.
- Arrange and conduct site visits with potential clients

Other Duties

- Take responsibility for your own health, safety and welfare, ensuring compliance with Trust's Health and Safety policies, procedures and safe systems of work
- Be responsible for your own behaviour and act in a manner that avoids and discourages any form of discrimination or harassment; to comply with the Trust's Equal Opportunities Policy
- Undertake to familiarise yourself with the data protection procedures set down by the Company as a result of the General Data Protection Regulation
- Actively and positively contribute to the success of the business in delivering your duties and any other business-related activities which may reasonably be requested

Knowledge, Skills, Experience and Attributes Required

- Extensive experience of the Conference & Events industry with 3+ years in a sales management role within a conferencing facility (such as hotels or dedicated Conference Centres)
- Skilled salesperson with a proven track record in proactive sales
- In depth knowledge of conference venue capabilities (such as room layouts, audiovisual systems, and catering options etc.).
- Experience managing a team of people with a talent for getting the best out of individuals
- Excellent communication and interpersonal skills with the ability to forge strong working relationships with colleagues and clients.
- Exceptional organisational and time management skills to handle multiple tasks, priorities and deadlines effectively
- Detail-oriented approach to ensure accuracy in all aspects of event planning
- Proficiency in event management software and tools.
- Good financial acumen
- Confident and professional phone manner
- Client focused with excellent customer service skills

Benefits

To support our staff both inside and outside of work, the Trust offers 26 days of annual leave per year (pro-rata for part-time employees) plus bank holidays. You will receive staff discounts in our gift shop and onsite café as well as a number of free tickets each year for friends and family to visit the Museum.

Employee well-being is paramount at the Trust, and we therefore offer enhanced occupational sick leave and pay as well as enhanced family-friendly leave and pay.

We operate an ad-hoc home working policy to allow for maximum employee flexibility, however, please note regular hybrid working is not available for this role.

Joining the British Motor Industry Heritage Trust as an employee will give you the opportunity to develop your career in a friendly and supportive environment while working for a charity dedicated at preserving and sharing Britain's automotive heritage.

Inclusion and Diversity Statement

As an organisation the British Motor Industry Heritage Trust is committed to eliminating discrimination and encouraging diversity amongst our workforce. We welcome applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.