

Job Description

Job Title: Event Sales Executive

Reporting to: Event Marketing Manager

Purpose: To generate leads, build pipelines and drive commercial sales and revenues

Key Responsibilities

Pipeline Management

- Design and implement a structured, scalable sales approach for EventAble
- Build, manage and maintain a robust commercial pipeline
- Consistently and proactively identify, manage and convert high-quality opportunities aligned with revenue targets

New Business & Revenue Generation

- Generate quality leads through proactive outreach, cold calling, networking, digital channels and referrals
- Own enquiries end to end: discovery, proposal development, follow up and close
- Deliver confident, compelling sales conversations and pitches
- Maintain accurate CRM records and reports to ensure full visibility of pipeline and sales performance

Client & Partner Relationships

- Build trusted, long term client relationships that drive repeat business
- Identify upsell and cross sell opportunities across the wider Newable ecosystem
- Develop supplier partnerships (such as, but not limited to, venues, AV, production, caterers) to unlock commercial and commission value
- Build effective partnerships with stakeholders to support Joint Ventures and collaborative bids

Internal Collaboration

- Work closely with the event production team to ensure seamless handover, excellent delivery and strong post event conversion opportunities
 - Partner with marketing to share market intelligence, design campaigns and promotional assets that effectively support lead generation and sales
 - Recommend improvements to sales processes and workflows to enhance efficiency and productivity
 - Effectively contribute to public sector tenders, sponsorship acquisition and sales as required
 - Play an active role within the team and Newable Advice business to facilitate a positive, commercially focused single team culture
 - As part of a larger group, flexibility is required to support other sales and business development activities across the business when necessary
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Experience & Skills

Essential

- 2+ years' experience in event, marketing or agency sales
- Proven track record delivering **£300k+ annual revenue**
- Strong commercial instincts and confident negotiation skills
- Demonstrable experience prospecting, managing pipelines and CRM systems
- Demonstrable ability to create persuasive proposals, deliver compelling sales pitches and close deals
- Established network in the events, venues and event suppliers' industry
- Excellent organisation, time management and administrative skills

Desirable

- Knowledge of public sector procurement and tenders
- Sponsorship sales experience
- Salesforce or similar CRM experience
- Background in a growing or start up agency environment

Personal Attributes

- Commercially driven, resilient and target focused
- Confident, personable and credible in front of senior stakeholders
- Naturally collaborative and comfortable in fast moving environments
- Organised, detail driven and able to juggle multiple priorities and to report accurately
- Curious, adaptable and motivated to learn and grow with the business
- Personable, approachable and a natural team player

Conditions & Remunerations

Salary package:

- Starting salary: £25,000, raising to £35,000 within 3 months based on performance
- Commissions on new and repeat sales: set at the beginning of each FY
- Performance related bonus: set at the beginning of each FY

Benefits: Newable Advice Benefits Package

Hours: Full time - Monday to Friday, 09:00 to 17:00 (unless otherwise agreed through flexible working arrangement). Please note additional hours may be required due to event delivery times.

Place of work: London (hybrid)

Holidays: 25 days per annum, raising in line with the Newable Advice Holiday Policy

EventAble is committed to equal opportunities for all, irrespective of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation, or any other protected grounds. Disabled people who meet all the essential criteria will be invited to interview.