

## Job Description

**Job Title:** Event Sales Executive

**Reporting to:** Event Marketing Manager

**Purpose:** To generate leads, build pipelines and drive commercial sales and revenues for EventAble. EventAble is the event management service of Newable Advice, part of Newable. We are the trusted corporate event management partner for high-profile private and public organisations seeking outcomes that truly matter. Our vision is to empower clients through events that inspire, educate and motivate, creating memorable experiences that generate measurable social and economic impact.

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### 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
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## 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
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## Conditions & Remunerations

### Salary package:

- Starting salary: £25,000 to £30,000 D.O.E., raising to £35,000 within 3 months based on performance.
- In this role, your commission will range from 1-3% of the total Event Net Revenue, with different percentages for new and repeat sales based on each year's objectives. Objectives, sales targets, commission percentages and sales focus for the FY (new or repeat) will be determined at the beginning of each FY, ensuring a rewarding structure.

- Alongside this, there will also be an uncapped performance-related bonus structure for achieving and overachieving sales targets set at the beginning of each FY, that will be calculated and paid twice a year.

**Benefits:** Newable Advice Benefits Package

**Progression opportunity:** This role offers a fantastic growth opportunity. As you excel in your sales performance, you'll have the chance to take on more responsibilities and progress towards a Sales Manager position as we grow together.

**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.**