

Role profile

Role title	Sales Executive
Department and directorate	Events – Corporate services
Job family level	Grade 8
Reports to (job title and name)	Venue Manager
Direct reports (job title and name)	n/a

Summary – purpose of the role

Describe as concisely as possible the overall purpose of the job and including the core duties/responsibilities required to be performed in the role (eg, to provide a full range of administrative support services to the department including x,y,z)

- The role involves a mix of reactive and proactive business, so will involve presence at Tradeshows but support with the reactive enquiries and confirming new business events.
- To sell events at BMA House to external clients to achieve a budgeted monthly and annual sales target.
- Key account management – responsible for maintaining and increasing revenue from allocated client accounts which may require some weekend work and varied hours. Allocated client accounts to be new business areas only that are defined by the Sales Manager.
- Receive and respond to incoming enquiries for external clients wishing to hold an event at BMA House
- Convert bookings through effective communication and show rounds with clients
- Manage the availability of rooms for internal events against generating revenue from external venue hire
- To liaise with clients to plan confirmed events, including support on the day, to ensure a high level of service maximising sales revenue at all times
- Liaison with service departments to ensure correct preparation and smooth running of external and internal events on a daily basis
- Prepare all invoices relating to an external event and ensure debt collection through liaison with client and finance department.
- Work with marketing to identify ways to grown new target markets, such as developing a newsletter or hosting client events
- Attendance at trade shows and networking events to generate new business
- Use the Venue Management System to accurately record client data and requirements for events and the CRM system for contacts met at Tradeshows.
- Follow ups after tradeshows via email and encourage new bookings.
- Be aware of competitors and trends in the industry and suggests new ideas to manager
- Keep track of own work, sales and KPIs



Skill (level and breadth of application)

What relevant experience is necessary to undertake this role? What specialist, technical or professional qualifications are required to be able to perform the job?

How far does the role extend out across the organisation, eg confined to own team, involves co-ordination with another department or requires regular negotiation with many other parts of the organisation. Why is this necessary? Describe the range of issues that are involved in this, eg resolving people's IT problems, collecting information on key research items or advising members on a particular issue.

- Education to a minimum of BTEC/ A level or equivalent required
- Previous experience and proven track record in a business development role desirable but not essential
- Sales experience
- Self motivated and results driven
- Experience in the London hospitality and events market advantageous
- Excellent interpersonal skills (both face to face, over the phone and in writing) required to deal with clients tactfully
- Dynamic communicator with a passion for building relationships
- Working knowledge of word, excel, internet explorer and email required
- Knowledge of a computerised venue management system would be an advantage
- The role involves a mix of reactive and proactive business, so will involve presence at Tardeshows but support with the reactive enquiries and confirming events.
- The role involves regular contact with service departments, e.g.: catering, AV and reception to discuss requirements for client events
- The role involves some contact with internal clients booking meetings and hospitality
- The role requires regular discussions with the Events Sales Manager to advise on role progress
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Intellectual demands (complexity and challenge)

What sorts of problems, situations or issues are typically dealt with? Give any illustrative examples. How are the problems, situations or issues dealt with (eg undertaking original research and analysis or seeking specialist advice)?

To what extent are standard procedures and processes followed when undertaking typical tasks, and how is personal initiative used when solving problems? To what extent is creativity used in solving the problems (eg adopting different approaches, trying things that have not been done before within the organisation or improving/changing previous approaches).

- A service level agreement is in place to guide on all aspects of the Events department. A high level of initiative is required to appropriately execute the agreement at all times
- Availability of rooms can often be limited due to use by members and staff, the role holder must consider the facts and ensure diplomacy when considering displacing these events in favour of large corporate clients
- Some clients wanting to use BMA House are not aligned with the core BMA policies and to accommodate those bookings may be damaging to the BMA
- Responsible for own time management to be in control of tight deadlines and prioritise competing demands; e.g.: unplanned showrounds, database follow up on return from an exhibition etc
- Decisions made in conjunction with the whole team and on an individual basis as required, e.g.: solution to customer complaint, creation of an appropriate package to suit the client and venue
- The role holder will be responsible for generating positive lasting relations with external clients, to neglect this will be detrimental to the reputation of the business
- The role holder will be instrumental in assisting the department in achieving its revenue goals and budgeted profit
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Judgement (independence and level and impact limitations)

What are the typical decisions that are made in the job without reference to any higher authority? What informs/constrains the decisions (eg expenditure limits, have to follow clearly laid down procedures or working within broad objectives). What influence upon policy, procedures or resources is there (eg giving advice to others)?

Who (or what) is next to be affected by the decisions that are made – for example, supervisor sees them before they leave the team or the whole department sees and has to respond to the change that is made. Give typical example(s) of the consequences of the decisions (eg what impact does the decision-making have on the performance of the team/section/department/organisation)?

When delivering the proactive element of the sales plan the following should be executed on a daily basis without reference to management:

- Level of discount to offer for block bookings/corporate deals in line with the set parameters
- The implication of mismanaging these tasks is likely to be to the detriment of sales revenue and profits
- Need to be adaptable to market trends and changing economic conditions
- Role holder will be expected to familiarise themselves with potential clients who may conflict with core BMA interests
- Ability to work unsupervised and be responsible for actions taken
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Use of resources (supervision of resources and influence)

What responsibility is there for managing people, equipment, budgets, resources, customer's welfare or confidential information? If this is a staff management role describe what is involved, eg staff reporting, staff development, appraisal, leading a department or the allocation of work.

How does the role fit within the organisation, eg support role, team member, team leader, specialist policy adviser, or leading major areas of core business?

- Responsible for achieving an annual generation of enquiries target and must be aware of operating costs and profit requirements
- Responsible for being able to deliver what is promised to clients – ensures thorough understanding of product and communication with service departments
- Have access to confidential information relating to clients and their accounts; must ensure compliance with the Data Protection Act (GDPR)
- This is a niche area of the business with a commercial focus on generating revenue for the BMA
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Communication (level, internal and external demands and significance)

*What people are typically contacted (regardless of the medium) **inside** the Association, eg immediate colleagues, senior managers or administrators? Committee members are the only members classed as internal communication. Normal non-committee membership and doctors are external (see below)*

*Who is in regularly contact with the role holder **outside** of the Association, eg members who are not committee members, suppliers, members of the public? Approximately what percentage of the time is spent on external communications?*

What is the purpose of these contacts, eg conveying information, gathering data?

Internal

- Tact and diplomacy require required to deal with all internal departments regarding their bookings
- Occasional liaison with ET(Executive Team) to discuss appropriateness of external events to be held at BMA House (via vetting procedure) and any parameters the ET wish to impose

Communication (level, internal and external demands and significance)

- Close communications with events team colleagues e.g. brainstorming, team problem solving, weekly as a minimum and ad hoc as required
- Will need to work closely with service departments to ensure successful delivery of an event (e.g.: Catering, AV, Porters, Estates, Security, Reception)
- Liaison with finance department to ensure clients' invoices are paid in a timely manner, ad hoc as required

External

- Excellent customer service skills required to deal with all external clients and suppliers, by telephone, in writing (primarily by email) and face to face
- To represent the BMA in a professional manner all opportunities
- Daily liaison with all types of external clients to sell and promote our facilities to
- Handling complaints as they arise; suggesting solutions to resolve where possible and escalating to management when needed

95% of the time spent is expected to be spent with external clients

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Physical demands & coordination (physical effort and mental strain)

Are there any unusual physical or mental demands of the role; for example, lifting heavy objects, standing for long periods, using VDUs extensively or high levels of concentration?

- This is primarily a desk based role, however some time is spent on the 'floor' meeting clients for site visits or visiting them in their offices to conduct sales pitches and occasional days spent setting up for trade shows.
- Occasional heavy lifting is required for last minute requests for events
- Responsible for fire marshal duties (where training has been provided)
- First aider (where training has been provided)

Working conditions and emotional demands)

What are the environmental conditions in which the work is conducted, the social and emotional demands faced by the role and the pressures resulting from these?

- The job is primarily conducted in a normal office environment and is not normally exposed to hazardous conditions
- Abusive language may be encountered by upset clients occasionally.
- Role may involve early starts e.g.: 7am, late finishes e.g.: midnight and weekends
- This role will require you to be on site for events that the individual has confirmed but may require you to attend events elsewhere.

Values and behaviours

The post-holder is expected to execute their role in line with our five organisational values. These are currently being translated into behavioural indicators that will form part of our new performance management process.

The following examples illustrate how we are using our values to inform how we act:

We are **leaders** because:

- We strive to always improve
- We take responsibility for our actions
- We collaborate with each other and work as one BMA for the good of our members
- We are proactive and prepared to guide our members and each other

We are **experts** because:

- We understand our members
- We draw on our collective experience and knowledge to solve problems
- We use our insights and research to make decisions
- We provide accurate, credible, relevant and engaging information
- We recognise our strengths and act upon them

We are **committed** because:

- We listen to our members and put them at the heart of everything we do
- We are respectful, inclusive, open and honest with our members and each other
- We approach everything we do with confidence and sensitivity

We are **reliable** because:

- We deliver on what we say we will do
- We are accessible and approachable
- We build trust by being consistent and supportive
- We are positive and decisive whatever the situation

We are **challenging** because:

- We fight, ethically and fearlessly, for the interests of all our members
- We work as a brave, assertive and effective champion for high quality health services and the advancement of the profession