

Job Description

Job Title: International Sales Executive
Responsible to: Head of Stadia & Arena Portfolio

Main Purpose of Job:

To sell advertising space, exhibition stands/sponsorships and digital revenue across the portfolio of Stadium and Arena media products including, exhibitions, publications, conferences and websites serving private and public service professionals and their suppliers.

To hit and exceed forecasted sales revenue on all products. Products are delivered on time to the expected standard.

Key Responsibilities:

1. Achieve sales target across portfolio (print, digital and exhibition space)
2. Source new advertisers and exhibitors
3. To manage existing clients in terms of all their needs as well as their re-bookings
4. Telephone canvassing new and existing clients
5. Sales reporting and analysis
6. Attend relevant national and international events representing the relevant brands.

Activities:

1. Contact all prospect companies by telephone and e-mail and mailings to sell relevant portfolio products.
2. On-site: cementing relations with exhibitors and canvassing for future requirements
3. Maintain accurate database, input sales orders, update records and add new prospects. Ensure that all emails sent to clients are sent via the crm system.
4. Sales reporting to sector manager on a regular basis
5. Visit relevant competitive trade events to improve market knowledge and contact new and existing exhibitors
6. Ensure copies of competitive media is monitored for market awareness and lead generation
7. Monitor, maintain and contribute to social media activities for the brands when required

Success Factors

1. Achievement of sales revenues against agreed targets for each issue of PanStadia & Arena Management Magazine
2. Achievement of sales revenues against an agreed target for digital offerings (website banners, e-shots etc)
3. On-site and repeat bookings made for each event worked on (either our own event or as sales agents for another event)
4. Correct use of the database as a sales and crm tool on a daily basis
5. Understanding of the market area and industry trends

Key Performance Criteria:

- Achieve agreed sales target through generating new business and retaining existing clients
- Ensure that all queries are dealt with in a professional and efficient manner
- Ensuring the smooth running of the sales process function and that all associated data and correspondence is produced to the highest standard
- Proactive in providing solutions to improve the efficiency of this role
- Hemming Media / Brintex company reputation is enhanced within the UK and international marketplace.