

JOB DESCRIPTION

Sales Manager PS8 Ltd

Overall Responsibility

To manage the creation of packages and recruitment of participants for a range of events including: national pavilions at international food and drink trade shows, bespoke corporate stands and export workshops.

Key Objectives

- Work as part of the PS8 team to deliver a programme of around 12 international food and drink pavilions at international trade shows annually.
- To market PS8's service of booking space and managing stand build over and above pavilions at trade shows.
- To market PS8's service of bespoke stands at independent trade shows
- Recruit target number of producers to participate in the PS8 and Food & Drink Exporters Association (FDEA) programme of events.
- Maximise income from each event/project through budget management
- To maintain strong client contact and build relationships with key partners
- To identify new prospects and communicate the PS8 offer
- To identify new opportunities to add value to our services and drive income to business.

Key Responsibilities

- To build relationships with show organisers for shows at which we participate
- To negotiate optimum space and package with show organisers for pavilion stands.
- To negotiate space for clients with independent stands.
- To agree a stand build offer with the Ops team based on contact with prospects

- Sales and Marketing of each event to maximise recruitment and awareness of events to the UK trade.
- To build database of contacts and create target lists for each show.
- Create recruitment timetable; Liaise with operations team to ensure recruitment deadlines are built around operational deadlines.
- To process all applications received and ensure deposit invoices are paid before client can be confirmed
- Communicate closely with Ops team to ensure stands allocated only to confirmed exhibitors and that individual requests are accommodated.
- To manage Sales section of database and issue reports to team as required
- Develop relationships with both new and existing clients to allow appropriate targeting of opportunities.
- Regular written and verbal communication with clients providing administrative updates, advice and support to enhance their participation.
- Working with Operations team to collate content for exhibitor catalogues and directories.
- Communicate with partner organisations, eg Department for Trade, FDEA, trade associations, to promote the programme and identify new client companies
- To work with Project Manager prior to launch to create value added packages around trade shows to include trade receptions, visits to retailers, buyer meetings, showcasing, catalogues of exhibitors.
- To build knowledge and become proficient in technical aspects of events/exhibitions in order to advise companies on stand size and display aid options prior to referral to Operations team.
- Representing PS8 Ltd at events, communicating PS8 Ltd's full range of services to potential clients to generate new business.
- To communicate with the FDEA team to refer potential members and clients looking for bespoke export support.
- Attendance during build up of PS8 events to manage PS8 clients and suppliers
- Visit key shows/events to identify and contact new prospects

Key Skills

Strong project management skills with the ability to manage and prioritise a number of projects at the same time.

Ability to communicate at all levels and to build strong customer relationships.

Knowledge of international trade shows

Self-motivated individual able to work on own initiative from own home office

Project planning to ensure all deadlines are met

Ability to create targeted marketing mailings.

Experience of organising trade events.

Understanding of operational aspects of organising trade shows and the ability to read floorplans.

Willingness to work as part of a small team across all disciplines.

Good organisation skills

Good budgeting skills

Proficient in Excel and Word

Languages an advantage but not essential.

Working Hours

0900-1700 Monday to Friday

NB – consideration will be given to a 4 day week.

The candidate will work from their own home office.

Some weekend work will be required for trade show attendance.

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