



Job Description

Title: Commercial Executive

Reporting to: Commercial Director

Job Purpose: As an integral member of the Commercial team, this role will contribute to the development and growth of new accounts in the Irish Corporate Market and existing business for the RDS. The job holder will assist in maximising revenue for the venue.

Key Responsibilities

1. Achievement of annual budgeted sales revenue and targets for new accounts in the Irish Corporate Market and existing venue accounts.
2. Generation and development of new accounts in the Irish Corporate Market through various sales tools such as cold calling, networking, developing sales plans, promotions, social media, attending trade shows etc, ensuring to follow up on any sales opportunities particularly on-site visits for potential clients to view facilities.
3. Management and retention of existing assigned client accounts through effective client relationship building and regular communication (in consultation with Commercial Director).
4. Servicing existing and new client requirements. This will include presentations via iPad, slide shows etc, client on-site visits to view facilities, choosing the most suitable venue based on client requirements, producing detailed rental proposals, contacting caterers, insurance cover and chasing contracts, dealing with queries in a prompt and professional manner and maintaining contact with clients pre and post events.
5. Maintain effective correspondence and ensure an accurate Customer Database (EBMS) is consistently maintained. This will include producing and circulating weekly events lists via the EBMS system to staff and other relevant parties and inclusion of updates at Staff Client Event Meetings. Other EBMS reports may also be required from time to time.
6. Various administrative tasks such as updating events listings on the RDS website, creating purchase order numbers, minute taking, preparing department reports and council listings, assisting in the marketing of some events, social media and website banners, mail outs and co-ordinating correspondence on behalf of the Commercial Team.
7. Assisting in the completion of monthly sales reports and continuously monitoring and reporting on competitor activity with a view to maintaining venue competitiveness and feedback information to the commercial team or other relevant personnel.

8. Annual Dublin Horse Show responsibilities will include the co-ordination of the logistics of Ladies Day such as organisation of the stage, winner's reception, organising pre and post meetings with the sponsor. Other duties will include: Sponsor Liaison and issuing of car park tickets and complementary show tickets to staff etc.
9. Participate in any other RDS projects, events or activities as assigned by the Director and/or Chief Executive.

Person Specification

Personal Attributes:

- The candidate will be a revenue focused, results driven individual with the ability to positively represent and negotiate on behalf of the RDS. He/she will have a track record of achieving sales targets in the Irish Corporate Market;
- Proactive, highly organised individual with strong administrative skills and excellent attention to detail;
- People orientated person, conscientious, flexible and tactful;
- A confident team player who is also well capable of working on his/her own initiative.

Qualifications:

- Third level qualification with a focus on business/sales/marketing.

Experience:

- At least 2 years experience in a sales B2B target driven environment;
- Cold calling experience;
- Experience in sales in the entertainment/hospitality/events sector.

Skills:

- Strong customer service, influencing and negotiating skills;
- Excellent organisational and administrative skills;
- Proficient communication and presentation skills, fluency in English is essential;
- High level of computer proficiency (Microsoft Office Suite). Database knowledge an advantage.

Note: Candidates require their own transport and a full driving license for this role.

January 2012