



Job Description

- Title:** Sales Manager
- Reporting to:** Deputy Chief Executive- Commercial (DCE-C)
- Job Purpose:** To contribute to the development and growth of new and existing venue business, thereby maximising revenue for the RDS venue

Key Responsibilities

1. Achieving budget targets set on an annual basis, especially around new business development and delivery.
2. Develop and secure new business opportunities and repeat business for the RDS by:
 - a. Proactively organising lead generation and/ or handling in-bound queries, conducting site inspections with prospective/ existing clients, negotiation of agreements and setting pricing.
 - b. Preparing proposals for clients in a timely manner, follow up and conversion of proposals/ communications to actual sales.
 - c. Management of own sales pipeline, forecasting for weekly meetings and delivery of personal and team revenue targets.
 - d. Using the CRM system (EBMS) to ensure all relevant information is captured and utilised.
 - e. Lead generation activities and sales campaigns, working within GDPR guidelines, strategically targeting local and international markets for business.
 - f. Provision of sales handover meetings and assisting Operations team with client contract fulfilment.
 - g. Key account management of clients after-sales and through-out their time with the RDS.
 - h. Ensuring that the Catering Provider/ third party suppliers (e.g. AV, TM) have Client contact details for fulfilment/ upselling and linking with relevant staff to ensure revenue maximisation and good customer service are always experienced by our clients.
 - i. Post event contact with the Client, to seek quality of service feedback and survey completion as appropriate. Update Client Event Meeting attendees on any interesting feedback or information where appropriate.
3. Build sound working relationships with Clients ensuring at all times a high level of service satisfaction and an increased positive experience at the RDS venue, with strong revenue supporting your work.

4. Participate in any other RDS projects, events or activities as directed by the DCE-C and/or Chief Executive. The sales manager will have a role (TBC) in the annual Dublin Horse Show and will be agreed within 3-6 months of working with the RDS.

Person Specification

Personal Attributes & Skills

- Proven track record of winning new business; closing sales and successfully account managing existing clients, with a keen focus on negotiation skills and being able to manage and influence internal and external stakeholders;
- A team player with a strong work ethic, proactive approach and an ability to work on own initiative;
- Motivated, confident and credible person with the ability to negotiate on behalf of the RDS whilst building solid working relationships with clients/customers;
- Strong presentation skills as you will be presenting regularly to senior stakeholders both internally and externally, as well as excellent communication and writing skills;
- A creative problem solver and ability to work calmly under pressure;
- Proficient in Microsoft Office Suite and ICT tools. Candidate should be very comfortable with the role of ICT / CRM in supporting and maximising the sales process.

Experience

- At least 5 years relevant senior sales experience and track record of successful sales and contra negotiation;
- Sales experience in the entertainment/hospitality sectors would be advantageous;
- Experience with tender submission is desirable.

Qualification

- Third level business or related degree.

The role will require flexibility to work outside of normal office hours when required, including weekends.