



Vacancy: Sales Assistant

This is an exciting opportunity for an enthusiastic sales person to fulfil the role of Sales Assistant and join Grandstand Media Limited (GML) as part of the Commercial Sales team for Horse of the Year Show and the British Showjumping National Championships and Stoneleigh Horse Show, two of the most prestigious equestrian events in the UK.

Grandstand Media Limited is a team of specialists with many years' experience planning, organising and running equine events. Most notably Horse of the Year Show (Birmingham, CSI 3*) which GML has organised since 1997 the event now welcomes over 60,000 visitors in October at the NEC. The British Showjumping National Championships and Stoneleigh Horse Show was added to the company profile in 2015.

ROLE PURPOSE

This role will suit a proactive person who can bring their strong people skills and organisational expertise to the team. The primary focus of this role is to professionally handle enquiries and bookings to convert to confirmed business, and to upsell to existing clients to deliver these prestigious events. The ideal candidate will need to be a focused individual with a drive to exceed targets and expectations.

This is a full time position located at the GML offices at Stoneleigh Park. Additionally during an event the applicant will be required, along with the company's other personnel (at the expense of the company) to be based at the host venue of the event. This currently involves staying at the NEC Birmingham for 10 days in October and at NAEC Stoneleigh for 8 days in August each year. This person will report directly into the Commercial Sales Manager.

PRINCIPLE DUTIES

- Professional handling of all enquiries and bookings to convert to confirmed business with an emphasis on upselling to clients.
- Organise and implement pro-active activity including cold-calling, mail-outs and marketing campaigns.
- Maintain the CRM system and database for the purpose of sales reports and financial reporting.
- Assist with the raising of contracts, working with agencies and chasing payments for all commercial elements for both shows including hospitality, accommodation, sponsorship, champions bar, season tickets and other ticket packages.
- Liaise with sponsors on a day-to-day basis regarding contractual fulfilment, sponsorship activation and financial issues.
- Working with the team to ensure all client benefits are fulfilled as contracted/communicated.
- Work to deadlines and targets as set by line manager and Commercial Sales Manager.
- Research new sales leads for all revenue streams for the events.
- Assist with a variety of situations/issues at the show, answering and dealing with queries as and when required.

EXPERIENCE, KNOWLEDGE AND SKILLS REQUIRED

- Ability to prioritise work, proven organisational skills and excellent attention to detail.
- Excellent relationship building skills, with a demonstrated aptitude to develop and maintain relationships.
- Positive attitude and professional presentation with well-developed written and oral communication skills.
- Preferably demonstrated experience in a sales position or in a customer focused role.
- Ability to work within a team environment as well as the ability to use own initiative.
- Strong multi-tasking and decision-making ability with the capability of working calmly under pressure.
- Interest in keeping up to date with current issues in the events/equestrian industry.
- Proficient use of MS office including Word, Excel and Powerpoint.

TO APPLY FOR THIS POSITION

PLEASE SEND YOUR CV TO

Personnel@grandstand.co.uk

BY TUESDAY 27TH MARCH 2018