



Vacancy: New Business Development Manager

This is a great opportunity for a New Business Development Manager to join Grandstand Media Limited (GML) as part of an enthusiastic and driven 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.

ROLE PURPOSE:

This role will suit a proactive and self-motivated person who is a natural relationship builder with a passion for sales. The primary focus of this role is take full ownership of the new business cycle to generate new high level sponsorship and clients (including but not limited to hospitality and exhibition sales) for these prestigious events. As Business Development Manager, the person will work alongside the Event Director to identify and initiate working relationships with new business clients, through meaningful and effective conversations. This role is ideal for someone who centres largely on strong client relationships, who is self-motivated, able to work within a team, as well as being able to work on their own.

Grandstand Media 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 to the NEC in October. The British Showjumping National Championships and Stoneleigh Horse Show was added to the company profile in 2015.

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 up to ten days in October and at NAEC Stoneleigh for up to eight days in August each year.

The Business Development Manager will report directly into the Event Director. This is a role with a high level of responsibility.

PRINCIPLE DUTIES & RESPONSIBILITIES

- Generating new business opportunities and relationships with prospective clients (B2B and B2C).
- Taking ownership of the full sales cycle from generating leads, selling, pricing, negotiating, and closing to confirmed contract.
- Building a strong pipeline of relevant opportunities to deliver against sales targets.

- Developing and maintaining an in-depth understanding of the industry by researching and working with the team.
- Building new relationships and understanding the client, including meeting new clients where appropriate.
- Attending comparable events to generate new leads as required.
- Inputting client's data into CRM system and recording sales stage.
- Dealing and assisting with enquiries both on the telephone and via email correspondence in relation to all commercial revenue streams where necessary.
- Prepare financial reports and forecasts to report to board level.
- Support the management team with new strategies to grow the business, including development of key partnerships.
- Working at events may require a minimum of 6 weekend days
- The applicant must understand the requirement for extra hours (within the basic salary contract) both prior to and during the Events.

EXPERIENCE, KNOWLEDGE AND SKILLS REQUIRED

- Ability to prioritise workload and proficient organisational skills.
- Preferably demonstrated experience in a role that shows proven sales ability.
- Sales and results driven - a good work ethic, positive 'can do attitude', and a desire to succeed.
- Experience of working within a team environment as well as the ability to use own initiative.
- Strong organisational and multi-tasking skills - excellent attention to detail and the ability to work under pressure and meet deadlines.
- Excellent relationship building skills to develop and maintain a relationship with clients.
- Interest in keeping up to date with current issues within the event sector and the equestrian industry as a whole.
- Proficient in the use of a CRM system and MS Office (including Word, Excel and PowerPoint).

WE OFFER:

- Competitive salary and annual leave allowance
- Hours of work Monday-Friday inclusive, 9:00am – 5:00pm
- Company laptop and mobile phone
- Friendly and supportive office environment, set in rural location of Stoneleigh Park

TO APPLY FOR THIS POSITION

PLEASE SEND YOUR CV AND COVERING LETTER TO

personnel@grandstand.co.uk