



## Vacancy: Sales Coordinator

This is a great opportunity for a Sales Coordinator to join Grandstand Media Limited (GML) as part of an enthusiastic 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 sales person who can bring their strong people and organisational skills to drive sales and progress a performing sales team. The primary focus of this role is to professionally handle enquiries and bookings to convert to confirmed bookings and to upsell to existing clients across the various commercial revenue streams for these prestigious events. The ideal candidate will need to be a focused individual with a passion and drive to exceed.

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 fixed term 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.

### PRINCIPLE DUTIES & RESPONSIBILITIES

- Ensure sales administration activities (reports, meetings, plans) are completed in effective and timely manner.
- Professional handling of sales enquiries and bookings across all commercial revenue streams – Tradestands, Season tickets, Hospitality, Hotels, Champions Bar and other sales packages.
- Liaise with clients regarding contractual and financial fulfilments and obligations.
- Maintaining the customer database (CRM System), sales maps, sales and income documents (including cash sheets) and assisting with the generation of contracts.

- Work to deadlines and targets set.
- Generally assist the sales team to ensure that all client benefits are fulfilled and communication is delivered on time.
- Research and assist in the deliver of new sales lead generation.
- 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.

#### At the Show:

- Generally need to be able to handle a variety of situations/issues at the show (many under pressure; mostly under direction of line manager but some on own initiative).

### 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 on 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 holiday allowance
- General hours of work Monday-Friday inclusive, 9:00am – 5:00pm
- Fixed term contract until 1<sup>st</sup> November (with the potential to extend term for the right candidate)
- 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](mailto:personnel@grandstand.co.uk)