



Job Description

Technical Production Sales Executive

Division: Operations

Team: Technical

Responsible to: Technical Production Manager

Last Updated: 13 May 2019

At the Edinburgh International Conference Centre our vision is:
to create an environment which inspires ideas that change the world

Primary Function:

The Technical Production Sales Executive is pivotal in ensuring that any Technical quotations and quotes are produced within a timely manner, helping to win both short and long-term business. They are also key in developing strong relationships and account managing customers, as well as proactively seeking new business opportunities for events booked at the EICC. This role will also be first in line to support the Sales team in contributing to inspirational site visits.

This Technical Production Sales position will continuously work within set parameters to provide proposals and liaise with the client to convert enquiries received, in order to exceed budgeted revenue.

Key Responsibilities:

- Collaborate with the Technical Production Manager, Technical & ICT Operations Manager and the Technical Production Planners to develop and maintain Team administration and documents.
- To be first line contact with the Sales team to deliver an efficient response to quotation requests and utilising the knowledge and skillsets of the wider Technical Team to achieve this outcome.
- To work with the Event Planners to quote for any additional requirements on smaller events that don't require the services of a Technical Production Planner. These events would be briefed to the Senior Technician in conjunction with the Event Planners.
- To develop and generate Sales proposal documents to win new business in conjunction with the Technical, ICT & Graphic Design.
- Actively pursue new business opportunities in conjunction with the EICC Sales Team (Targets set and agreed in conjunction with Sales and Marketing Director & Technical Production Manager)

- Ensure every enquiry is contacted initially by telephone to gather all information and initiate client relationship in order to provide a competitive and accurate proposal. Working to a response time of 2 hours for every enquiry with timeframe and follow up procedure confirmed to client.
- Ensure activities and traces are complete and updated daily.
- Log every enquiry received, including turndowns, detailing relevant technical pricing.
- Work with the Sales Team to effectively yield available function space, whilst ensuring operational efficiency within the department.
- Complete site inspections to the required standard, with involvement of the Sales team as appropriate.
- Preparation of proposals, distribution of copies to relevant files when signed copies received. Follow up with clients for outstanding quotation approval and authorisation.
- Preparing files for confirmed events to handover to Technical Planning Team ensuring all information is recording accurately with the Event Management System.
- In conjunction with the Sales Team, ensure Sales Figures are maintained with up to date information.
- Adhere fully to Event Business Management System standards.
- Prepare updates for the Business Sheet and Corporate Sales Team meetings.
- Project administration and assistance with the organisation and coordination of PR evenings and familiarisation trips.
- Assisting the Marketing team with Social Media campaigns via Twitter, Facebook, LinkedIn and others.
- Involvement with Research Team as and when additional support required.
- Undertake additional tasks as required by the wider EICC Team.

Personal Attributes:

The incumbent will ideally possess the following personal attributes;

- Attention to detail and high organisational skills
- Exceptional interpersonal skills
- Strong analytical, project management and change management skills
- Confidence in decision making and consulting with a diplomatic approach
- Ability to prioritise workloads and adapt to changing demands
- Excellent communication skills and the ability to negotiate and close sales.
- Creativity is a crucial skill required within this role.

Key Selection Criteria:

- Minimum of 2 years' experience working within the Technical Production field and previous Sales experience would be preferable.
- Excellent oral and written communication skills
- Experience with providing a high level of customer service and client management
- Excellent time management skills with the ability to meet business and client deadlines

- Ability to multi-task and work on several projects at the same time
- Strong and proactive team player who is willing to be flexible with their time to meet the needs of the business and our clients
- Good organisational and strong administrative skills
- Essential experience and knowledge of using Advanced MS Office

Acknowledgement:

This Job Description may be subject to periodic review, and Team Members will be expected to take on such variations as are consistent with the level of responsibility and function of the role.