



encoregroup

JOB SPECIFICATION

POSITION: SALES EXECUTIVE

REPORTS TO: BUSINESS DEVELOPMENT MANAGER

OBJECTIVE: *To increase revenue and develop a strong client base for Encore Group.*

DIRECT REPORTS: Nil

RESPONSIBILITIES:

The Sales Executive is responsible for the sales and event co-ordination of non event day functions for AAMI Stadium.

Sales /Marketing

- Increase NED function revenue in relation to existing and new business
- Increase the awareness of AAMI Stadium facilities and Encore Group to clients
- Cross sell/promote AAMI Stadium facilities with existing corporate box clients
- Assist the BDM to develop promotional and incentive strategies
- Assist the BDM to develop and market external events
- Assist in the design & organising marketing material to promote the venue and external events
- Develop a professional relationships with corporate clients
- Telemarketing/Business Development for potential clients
- Initiate new business for NED functions – corporate sector
- Develop and implement marketing incentives and plans in conjunction with the BDM
- To carry out a sales/marketing plan in conjunction with the BDM
- To review competitors within our market and collaborate a comparison for reference

Administration

- Maintain all documentation/administrative procedures related to NED activity
- Develop and maintain a corporate client database
- Report regularly on sales activity and financial status
- Provide written documentation to the BDM on budget performance
- Site all accounts prior to mailing out to clients
- Liaise with senior management regarding industry trends and issues
- Assist in developing financial budgets for function activity
- Assist in the preparation of the annual expenses and capital budgets

Function Co-ordination

- Liaise with corporate clients from the initial enquiry, through event co-ordination to expiration of function
- Attend functions to perform, "Meet and Greet" procedures
- Room viewings on client's request
- Liaise with Executive Chef in regards to menus/pricing
- Respond to corporate event client queries and complaints

SPECIFICATIONS:

- Relevant tertiary qualifications preferred (Not essential)
- Exceptional oral and written skills
- Previous sales/marketing background
- Sound food and beverage knowledge
- Understanding of function co-ordination
- Occasional out of normal business hours commitment is required
- Drivers license

ESSENTIAL SKILLS

- Highly organised individual
- Communicates well at all levels
- Attention to detail
- Delegation & follow up skills
- Front of house operations (preferred, not essential)
- Computer and literacy skills (including Microsoft Word, Excel, Access, Publisher and Power Point)
- Report writing skills
- Sales & negotiation skills

ATTRIBUTES/ESSENTIAL QUALITIES

- Calm manner & copes well under pressure
- Sound work ethic
- A flexible and adaptable work approach
- Professional approach at all times
- Corporate presentation at all times
- Team player

Revised 17 February, 2010