



Job Description

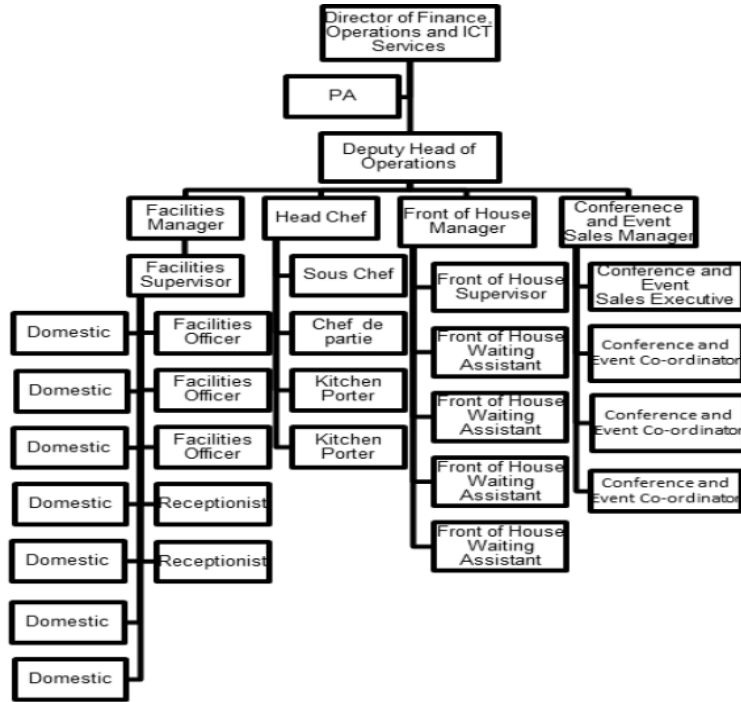
SECTION 1 – Description

- Job Title:** Conference and Event Sales Executive
- Location:** Operations
- Reports To:** Conference and Event Sales Manager
- Grade/
Salary** Grade 4 - £ 31,109.68
- Date:** March 2026
- Contract:** 35 hours per week, 5/7, including evenings and weekends

SECTION 2 - Job Purpose

Reporting to the conference and event sales manager, the conference and event sales executive is responsible for the generation and maximisation of revenue opportunities for 1599 at the Royal College. The sales executive will be required to interact frequently with new and existing customers with the intention of securing repeat and expanded business across all sectors while managing our existing client's expectations, resulting in further sales. The post will also be required to co-ordinate events in college and will deputise for the conference and event manager when required.

SECTION 3 - Organisation Chart



SECTION 4 – Dimensions

- Over 800 events and meetings per year
- 15,000+ visitors to the College per year
- Supervisory responsibility for 2 staff

The primary dimension of this role is to generate and significantly increase revenue year on year, and in the process raise the profile of the 1599 at the Royal College brand. The post holder will be responsible for identifying and pursuing sales opportunities while continuing to maintain positive relationships with existing clients. The post holder is required to drive the business forward by achieving agreed targets as defined in the 1599 at the Royal College Business paper.

The post holder will work closely with the conference and events sales manager, providing information on sales statistics, conversion rates and forecasts and identifying new leads and outcome of meetings with clients. There is also a requirement to attend network and exhibition events. The post holder will have responsibility for promoting the 1599 at the Royal College brand through established social media channels. The post holder will provide supervisory management of the event team in the absence of the conference and event sales manager.

SECTION 5 – Main responsibilities and role

- Generation of new bookings and clients which lead to increased sales and profit for 1599
- Working to predefined Key Performance Indicators (KPI's) in order to achieve sales and revenue targets
- Support the conference and events sales manager with the development and implementation of a sales plan and a strategy to maximise revenue from both new and existing clients across all sectors including corporate, charity, weddings and medical events
- Generation of activity during key dates/periods in order to maximise revenue, increase venue occupancy and exceed prior year and budget sales
- Proactively follow up quotations, discuss amendments and negotiate price variations when required
- Conduct sales show rounds for prospective new clients in order to promote all areas of the venue and sell our range of hospitality services
- Engage in client account management in order to fully understand how we can support each of our client event requirements
- Submit on a monthly basis a detailed report on sales activity, contacts, productivity and any other areas of interest which may be required by the business
- Assist with the development of annual business plans, including market segmentation breakdown and revenue forecasting.

- Coordination of external engagement at events and exhibitions and attend these events when required.
- Development and planning of in-house events which are profile raising or revenue generating
- Generate creative sales proposals, focusing on an up-selling approach at all times
- Provide support to Internal events which raise the profile of the College or generate income

SECTION 6 – Planning and organising

Sales is central to the role in order to maintain positive relationships with existing clients and to identify new targets. The post holder will be required to be highly proactive and able to display flexibility and adapt readily to change to meet client requirements.

The post holder will work with the conference and event sales manager to ensure the 1599 sales plan is achieved. The post holder will provide information on current sales, future activities and new initiatives to increase sales when required.

The post holder will assist with the design, development and delivery of a sales & marketing strategy for 1599 at the Royal College in order to attract new clients to the College.

The post holder will maintain positive relationships with existing clients resulting in year-on-year growth and achieving of agreed targets as set out in both the college and 1599 operations plan.

The post holder will have responsibility for the development of aspects of 1599 marketing and promotional work- developing plans to build awareness of 1599 and brand both on and off-line. These may include curating content for websites and co-ordinating new marketing collateral, while enhancing our established online social media channels.

SECTION 7 – Decision Making

The post-holder will be expected to make frequent decisions when meeting with clients, sometimes in time-sensitive situations. Clarity of thought and the ability to make decisions under pressure will be essential.

The postholder will be expected to make commercial decisions daily about fees, room & resource utilisation to ensure maximum margin on events.

SECTION 8 – Internal and External Relationships

Internal:

The post holder will have contact with all internal stakeholders of the College.

External:

The post holder will be required to liaise with both new and existing clients across all sectors with both external College business partners and corporate clients in order to drive sales.

SECTION 9 – Knowledge, Experience and Skill Set Required

The post-holder will require the following:

- A degree level education or equivalent experience
- Experienced in conference and event sales with a proven track record of success
- Supervisory experience in a similar environment is desirable
- Strong interpersonal skills in order to promote the business
- Excellent communication and organisational skills, with the ability to influence decision makers at all levels
- Experience across corporate and medical sectors is preferred but not essential

Section 10 – Job Context and Special Features

Due to the nature of the duties and responsibilities associated with this role, the post holder will be expected to work five days out of seven every week, with variable shifts which require covering early morning, evening and weekend events. A flexible approach to the role is required.