Job Description

**Title:** Sales & Marketing Executive

**Reporting to:** Head of Sales and Marketing

**Based at:** Stationers’ Hall, Ave Maria Lane, London, EC4M 7DD

**Salary:** £32,500 - £35,000 + performance related bonus

**Position:** Permanent

**Job purpose:**

To assist the Head of Sales and Marketing in selling, planning and co-ordinating commercial events at Stationers’ Hall. Also, to provide marketing support to Membership Services of the Company.

**Key role objectives:**

* Responding in a timely manner to sales enquiries
* Carry out client show rounds / site visits
* End to end ownership of event planning and delivery with overall account responsibility
* Ensure bookings system (Priava) is up to date and captures all relevant information to produce accurate function sheets
* Understand diary and yield management to maximise sales at all opportunities for Stationers’ Hall
* To conduct post event, follow up research with the client with the aim of securing repeat business
* Work closely with the resident caterer overseeing client catering requirements to ensure consistently high standards
* Liaise with caterer and hall team to ensure that all rooms are serviced and set up ready to the client’s specifications
* Monitor and report on market and competitor activities and pricing
* To assist the Head of Sales and Marketing with marketing activities where required including but not limited to attending networking events and exhibitions to actively promote Stationers’ Hall
* Provide website and social media support to the Company

**Other objectives:**

* Support the Company with marketing skills on the website and social media campaigns
* Booking and co-ordinating tours of the Hall and administrate the Public Access Committee
* To undertake any other reasonable duties as required by the Head of Sales and Marketing and the Clerk