



## POSITION DESCRIPTION – Sales Manager (Business Events)

<b>Reports To:</b>	General Manager
<b>Direct Reports:</b>	n/a
<b>Key Liaisons:</b>	Events Manager, Admin Officer, Marketing Consultant, Marketing Officer
<b>Hours:</b>	Negotiable (Part Time or Full-Time role for the right candidates)
<b>Locations:</b>	Tasmania (remote working arrangements available) Sydney / Melbourne (remote work)

### Role Purpose

Drive sales results at Spring Bay Mill's purpose-built events facility. Develop and deliver a sales strategy including inbound and outbound lead generation for corporate and incentives events. Building long term B2B relationships with event bookers, PCO's, corporate clients and large companies. Converting sales to drive revenue results for this fast-growing purpose-driven business.

### Responsibilities

- Sales
  - Representing Spring Bay Mill in market, with a thorough understanding of our offerings and opportunities.
  - Working closely with the marketing team, generate leads and nurture effective client relationships.
  - Converting and handing over leads to the in-house events management team.
  - Solving customer concerns and answering detailed enquiries.
  - Understand consumer needs across multiple business events market segments.
  - Create and execute a sales plan with targeted reach to identified markets.
  - Collaborate with in house staff to set, monitor and report on sales performance goals.
  - Focus on a sales pipeline strategy to convert potential clients.
  - Work closely with the marketing team to ensure our communications are relevant and effective.
  - Constantly evaluate sales tactics and champion constant improvement.
  - Prospecting for clients across multiple industries and markets.
- General
  - Writing reports for monthly board meetings.
  - Weekly check ins with Spring Bay Mill General Manager (via zoom).
  - Ability to work autonomously to go above and beyond role requirements to get the job done and ensure high levels of customer satisfaction.
  - Other reasonable duties as required to support SBM business activities.
  - To be prepared to challenge and change work methods and procedures.
  - Contributing to a dynamic workplace by being an active team member and sharing ideas and creative solutions.

### Qualifications & Skills

#### Necessary:

- Exceptional communication and negotiation skills.
- Ability to quickly build rapport and develop internal & external networks.
- Ability to create and identify business opportunities.
- Ability to travel within Australia regularly to attend face to face meetings and participate in direct 'in market' selling and networking.



Desirable:

- 5+ years in a sales generation role.
- Tertiary qualification in related discipline.
- Strong prospecting skill, not to give up easily on the prospecting process.
- Proven track record of sales conversion.
- Experience within the business events industry.
- Excellent leadership qualities

**Employee Commitment**

Employee Signature:

Date: