

JOB DESCRIPTION

Job Title: Business Development and Sales Co-ordinator

Working Hours: 3 days a week worked over five days
Possible additional weekdays required April to July.
Some evening and weekend work will be required.

Role Requirements:

Reporting to the Show Manager you will be required to;

- Research organisations and individuals, identifying new leads and potential new markets relevant to all Society events including the Kent County Show.
- Maintain and develop existing relationships with sponsors and key partners.
- Deliver all aspects of sponsorship agreements from initiation and administration to implementation.
- Sell, implement and deliver all corporate packages for the Kent County Show.
- Plan, organise and report sales activity against agreed Kent County Agricultural Society objectives.

Principal Accountabilities

1. To generate leads and finalise deals with companies and individuals who could be potential sponsors/partners to achieve the Kent County Agricultural Society financial objectives.
2. To maintain and develop existing relationships through email, telephone and face-to-face meetings.
3. To work strategically and carry out the necessary planning in order to implement operational changes with the rest of the team.
4. To attend local networking meetings, relevant events and conferences as required.
5. To help design, prepare and send out all documentation related to sponsorship and corporate hospitality / partnerships. This will be with the assistance of a design agency.
6. To complete the preparation of the sponsorship element of the Kent County Show schedule and catalogue.
7. To complete all administration for sponsorship and partnership agreements and work with the rest of the team to ensure each Show is well organised.

8. Maintain hard copy and electronic filing systems.
 - Develop procedures for contacting and qualifying leads
 - Develop procedures for updating prospect information
 - Develop procedures for competitive research and analysis

In addition to the duties and responsibilities listed, the job holder may be required to perform other duties assigned by the Show Manager from time to time.

PERSON SPECIFICATION

General Skills

Essential

- Knowledge of the agricultural and / or equine industry
- Tenacity and drive to seek new business
- Proven communication skills
- Excellent administration skills
- Customer focused
- Good business sense
- Ability to negotiate and close the deal
- Able to work as part of a small team, interfacing with others
- Good time management

Experience

Essential

- Proven sales skills
- Proven relationship development skills
- Excellent and proven networking skills
- Good IT skills including reports and presentations
- Working in a busy, pressured environment
- Work in which the general public has been a factor

Desirable

- Educated to degree.
- Experience of a database management system
- Knowledge of outdoor events
- Working with volunteers

Personal Attributes

- The ability to motivate yourself and set your own goals
- Able to work unsupervised
- The initiative and confidence to start things from scratch
- Flexible and open to new ideas
- Good interpersonal skills
- Great organisational skills
- The ability to think strategically
- The ability to analyse sales figures and write reports
- Professional manner

**Kent County Agricultural Society and Kent Event Centre, Kent Showground, Detling,
Maidstone, Kent ME14 3JF. www.kentshowground.co.uk. www.kenteventcentre.co.uk.
Registered Charity Number 1001191**