

JOB DESCRIPTION

Job Title: Trade Stand Co-ordinator

Working Hours: August to December 3 days a week 8.30am – 5.00pm
January to July 5 days a week 8.30am – 5.00pm
Some additional evening and weekend work will be required.

Role Requirements:

Reporting to the Show Manager you will be required;

- To research potential new trade stands for the Kent County Show.
- To secure existing trade stands for the Kent County Show.
- To complete all administration for trade stand related sales at the Kent County Show.
- To plan, organise and report sales activity against agreed Kent County Agricultural Society objectives.
- To plan and organise the specialist feature sections of the Kent County Show.

Principal Accountabilities:

1. To research and contact companies and individuals who could be potential trade sales to help reach the Kent County Agricultural Society financial objectives.
2. To help design, prepare and send out all trade forms and other relevant literature for mailing to exhibitors. This will be with the assistance of a design agency.
3. To manage the Kent County Show map for trade stands and allocate stand space. To keep the map updated using an AutoCAD based system.
4. As and when requested, to visit potential leads and customers to discuss their requirements. To attend networking meetings as required.
5. To manage social media across all platforms for trade stand related content.
6. To complete the preparation of the trade elements of the Kent County Show schedule and catalogue.
7. To plan, organise and work with volunteer committees on the specialist feature areas of the Show. This will require minute taking of meetings and working with committee ideas.

8. To complete the organisation of services linked to the trade stands and specialist areas.
9. 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
10. To complete all administrative tasks associated with the trade section and work with the rest of the team to ensure the Show is well organised.

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

- Excellent administration skills
- Customer focused
- Research skills to secure leads
- Proven communication skills
- Able to work as part of a small team, interfacing with others
- Planning and organising
- Time management
- Ability to understand maps and layouts
- Ability to manage and resolve conflict effectively

Desirable

- Knowledge of the agricultural and / or equine industry

Experience

Essential

- Good use of Microsoft operating system
- Relationship development
- Working in a busy, pressured environment
- Work in which the general public has been a factor

Desirable

- Minute taking
- Use of producing scale maps in AutoCAD based system
- Experience of a database management system
- Knowledge of outdoor events
- Working with volunteers
- Educated to degree.

Personal Attributes

Essential

- Self-motivated
- Able to work unsupervised
- Flexible and open to new ideas
- Good interpersonal skills
- Logical
- Confident

Desirable

- Eager to learn and develop
- Willing to take on responsibility and accountability

**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**