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| Business Development and Account Executive **Job Description and Personal Specification** | |
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| **Job title:** | Business Development and Account Executive |
| **Place of work:** | Links Event Solutions |
| **Hours of work:** | 37 |
| **Salary/Grade:** | Grade D |
| **Reports to:** | Business Manager |
| **Level of screening:** | N/A |
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| Who we are | |

Links Events Solutions is a provider of event hire equipment. We cater to local authorities and private clients across the UK. Our profitability assists in helping local communities gain access to services provided both from Catch 22 and Community Links.

Catch22 exists to help build a society where everyone has a good place to live, good people around them, and a fulfilling purpose. [We call these our '3Ps'.](https://www.catch-22.org.uk/about/our-vision/)

We achieve this in two ways. First we improve lives on the frontline through delivery of public services. Secondly, we use our knowledge to change 'the system', to fix the complex web that can trap and disempower those it was set up to help. With the heart of a charity and the mindset of a business, we are uniquely placed to deliver on this challenging agenda.

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| Overall Purpose of the Role |
| * To generate leads from outbound initiatives including but not limited to: cold calling, network outreach, email campaigns * To manage existing clientele and support any inbound enquiries that come through * To upsell and understand any necessary requirements for setting up an event * To forecast customer needs for peak season and undertake engagement projects in off-season | |
| Main Duties & Accountabilities |

* Quoting for new business and closing sales in a consultative manner
* Researching businesses, individuals, competitors and industry trends to identify potential new clients
* Lead generation and cold calling
* Converting of inbound enquiries
* Contacting potential new clients via call and email to gauge interest and plan meetings
* Preparing and delivering pitches to potential clients
* Understanding the target market and competitors
* Maintaining all CRM notes up to date and accurate, ensuring objections are turned into development points
* Create strong relationships with our account customers through maintaining a strong foundation of product and market knowledge
* Collaborate with business managers and provide assistance with data analysis for business reviews, and special projects
* Providing customer insights to help shape the product and service to business manager
* Responsible for accurate customer data migration into InspHire ERP
* Work alongside operations administrator for smooth handover of events

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| Job Title: Person Specification | | | |
| **COMPETENCY** | **ESSENTIAL** | **DESIRABLE** | **ASSESSMENT** |
| **QUALIFICATIONS** | Five GCSEs or equivalent at Grade C or above  Relevant professional qualification |  |  |
| **KNOWLEDGE** |  | Knowledge of the events industry  Operational knowledge |  |
| **EXPERIENCE** | 2 – 3 years’ experience in similar role | Previous work in a fast paced environment. |  |
| **SKILLS & ABILITIES** | Excellent communicator, both written and verbally  Strong interpersonal skills | Ability to negotiate at all levels |  |
| **OTHER** | Share Catch22 values  Awareness of and commitment to Equality & Diversity  Willing to travel and work flexibly  Desire to develop and undertake training as required |  |  |