



Job Description

M and H Media Ltd is looking for a talented event salesperson with a track record in increasing revenue and creating opportunities. Is that you?

Job title	Event Sales Manager
Location	Remote/home working with occasional visits to our Worcester office
Responsible to	Company director
Salary	£40,000 per annum (FTE) + OTE negotiable depending on experience
Position	Permanent
Hours	Full time, 37.5 hour week, Monday to Friday
Benefits	Pension contribution 3% Flexible working. 20 days holiday rising to 25 days, plus bank holidays. Be part of a wonderful small, friendly team where you can make a real difference.

About us

[M and H Media Ltd](#) is a B2B events and publishing a business operating in the cultural sector. Established 30 years ago, we run the sector's largest, and most high profile, annual events: a trade exhibition, the Museums + Heritage (M+H) Show, and the "Oscars of the museums-world", the Museums + Heritage Awards. We also publish an online magazine/information resource titled Museums + Heritage Advisor. Our clients are consultants, companies and suppliers selling products or services into that market. As a diverse sector, the range of our clients is enormous – from the latest tech through to exhibition designers and architects as well as tea towels sold in museum shops, and everything in between!

Understanding our sector is at the heart of everything we do. Our size gives us the versatility and flexibility that larger events companies can lack. We take a consultative approach to sales and ensure work closely with our clients to understand their objectives and to deliver the right solutions for them.

We are an equal opportunities employer and welcome applications from everyone.

About you and the role

You will be articulate, intelligent, self-motivated, driven, flexible and enthusiastic. You will be happy to work on our own but be a supportive team-player too. The right attitude is critical as is proven track-record in event sales, particularly B2B exhibition stand sales and awards sponsorship packages which require a consultative approach. Your verbal and written communication skills must be top-notch. As a key player in a small but perfectly formed team, you will have a can-do attitude!

You will be solely responsible for driving the sales process for both exhibition stands and event sponsorship to existing and potential clients.

Essential to the role will be attendance at our events which take place in London each May. In 2025, the dates are 13-15 May.

Key responsibilities

Day-to-day you will

- Lead on generating new business
- Create, maintain and grow relationships with new and existing clients to drive revenue
- Achieve monthly and quarterly sales targets through calls, emails and online meetings
- Research and identify new potential clients building on our existing CRM
- Horizon spot and propose new opportunities to increase revenue
- Deliver excellent customer service for our clients to ensure a high level of repeat business and growth
- Ensure effective use of CRM, maintaining accurate records of sales pipeline and customer communication to maximise sales opportunities
- Provide weekly sales reports highlighting both closed and pipelined sales
- Keep up to date with market knowledge for both the museums/heritage sector as well as B2B events
- Monitor the payment status of exhibitors, and where necessary follow up with clients to ensure payment are made on time
- Floorplan management
- Review sales process efficiency and advise on possible improvements
- Ensure all sponsor deliverables, as contracted, are provided
- Attend our annual events

At our events, you will

- Demonstrate authority when onsite, ensuring your availability as the face of the exhibition
- Manage on-site stand rebooks and ensure targets are met
- Willingness to go above and beyond the call of duty to ensure clients are satisfied with onsite service and interaction
- Demonstrate an understanding of event rules and regulations in an onsite environment
- Remain polite and professional throughout
- Deliver best possible results for all participating exhibitors through customer service, industry knowledge and personal ability

Person Specification:

Whilst a degree level of education is desirable for this role it is more important that the successful applicant has the ability to achieve the job accountabilities above. Educated to a secondary standard (UK GCSE or equivalent) is essential.

Experience

- Minimum of 3 years in exhibition stand and sponsorship sales, preferably in a B2B
- Demonstrate a track record of overachieving sales targets
- Computer literate and proficient in Microsoft Office
- Commercial awareness
- Excellent command of the English language both spoken and written
- Attention to detail
- Demonstrate experience of both phone and face-to-face selling

Desirable

- Related cultural sector knowledge
- Understanding of how trade exhibitions and award ceremonies work

Key Competencies

- Self-motivated, confident and comfortable working remotely
- Customer-focused
- A great communicator
- Solutions and results-focused
- Effective in negotiations
- Trustworthy and discreet with sensitive information
- Flexible and adaptable
- Driven – tenacious, persistent
- Planned and organised, maintaining excellence and integrity under pressure
- Excellent attention to detail – efficient and accurate
- Team player – flexible, inclusive and supportive of others

How to apply

To apply, please send a covering letter (email) telling us why you believe you're the right fit for this role, together with your CV, to company director, Anna Preedy anna@museumsandheritage.com

Closing date: Friday 17 May