

Job Title: MICE Sales Manager**Reports to: Client Service Director****Permanent position: Full-time****Purpose of the role**

Hickory has created a brand new role for a brilliantly pro-active, sales driven MICE Sales Manager as part of our ambitious growth plans. Hickory is a dynamic, exciting and forward-thinking SME delivering leading edge food and drink experiences at incredible venues and locations across the Lothians, Scotland and beyond.

In this role, you will prospect, nurture, and develop long-term business relationships with clients by providing consistent sales service, follow-up on enquires, and rapport building. You'll have an enviable knowledge of the MICE sales world in Scotland, the UK and beyond. You will be our sales face of Hickory, representing our venue portfolio, networking with the right people, and building strong, lasting relationships.

In return you will be part of an amazing team at a time of great expansion, with an amazing bunch of colleagues (well we think so!) with personal and professional development opportunities. This role is ideal for someone able to work with intuition with a passion for delivering to KPI's and delivering success.

Key accountabilities

- Responsible for delivering set KPI's and sales targets
- Proactively secure new business opportunities and generate enquiries for Hickory brands through increasing market share from MICE market
- Maintain an active list of prospects with contact strategy, roles and responsibilities defined and clear engagement plans
- Work proactively to retain and further develop relationships with a number of key accounts
- Monitor the progress of sales enquiries and chase contracts to conclusion, ensuring the sales procedures are adhered
- Create strong engagement and strategy to maximise business at key venues with clear outcomes communicated
- Work with kitchen and event design team for pricing and quoting, and developing proposals in line with clients' briefs
- Respond to inbound enquires where required
- Actively promote the Hickory brands, conducting presentations, promoting at events/tradeshows, client entertaining, networking and site visits
- Develop and work with marketing to create client facing sales material to be used for new business development and sales appointments
- Assist in setting the strategy and plan for new business acquisitions in line with company desired growth plans
- Prepare reports by collecting, analysing and summarising information
- Awareness of trends and propose ideas to acquire and develop events for Hickory

- Support innovation and development of new food concepts with culinary and event design team
- Maintain professional knowledge by attending educational workshops, reviewing industry publications, establishing relevant personal networks
- Work collaboratively with the Hospitality, Marketing and SMT on sales leads, strategy and campaigns
- Develop a win together ethos across all departments, motivate and engage at every opportunity
- Embody the culture and values of Hickory and be a front facing ambassador at all times

Skills and Competencies Required

- Strong collaborator and team player
- Self motivated and able to work independently
- Detailed understanding of the Scottish/UK venues and events sector with particular focus on central Scotland
- Great little black book of venue stakeholders, MICE clients and event organisers
- Financially strong with accuracy and ability to win the right business for the right venues
- Proactive and energetic approach to sales targets
- Proven experience in sales, bid writing and delivering presentations to a high level
- Strong influencing and negotiation skills
- Good business sense and strategic thinking
- Initiative, enthusiasm and creativity
- Excellent communication
- Strong planning and organisational skills
- Proven track record in achieving targets and developing business
- Proven ability to plan and manage work programmes, deal with conflicting demands and meet tight deadlines
- Excellent IT skills
- Can do attitude
- Be an ambassador for Hickory at all times