



Event Sales Executive LONDON

WHO ARE INGENUITY

A new business consultancy with a difference.

We help agencies, Brands and Tech businesses start new relationships.

We've always been the trailblazer in the new business space and have now created a lead generation model which is completely unique encompassing Events, Content, PR and Digital.

We run over 22 events a year, where agencies and tech businesses find, meet and win new clients and brands find new agencies, technologies and brand partners.

Ingenuity events are growing rapidly, and the team is expanding. Moving forwards Ingenuity new business events will include new formats, themes and locations (global). We are looking for someone to join our team who understands what makes our events so attractive to brands and agencies and can entice more brands to attend whilst helping to develop new formats.

Find out more about our events here: <https://ingenuitylondon.com/agencies/new-business-events/>

ABOUT YOU

Dynamic, highly literate and articulate. This is an entry level role for a graduate with some experience, who has a passion for sales and a keen interest in marketing, agencies and brands.

An organised person who thrives in a fast-paced environment and is keen to get on, with direction but without micro management. In return we'll give you the opportunity to learn, grow and progress through the business.

Ideal candidates will have some work experience or internships with agencies, marketing or sales.

PURPOSE

Drive brands to attend Ingenuity Events, leading on outreach campaigns to build awareness and relationships.

The focus will be on:

- Coming up with innovative ways to attract brands to Ingenuity events
- Get in touch with past event attendees and sell them into relevant events across the year
- Event day management support
- Supporting fellow team mates where required in engaging brands
- Reporting into the Events Director
- Network at Ingenuity Events and other industry events

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THE ROLE: FINER DETAILS

In your role as Event Sales Executive you'll be able to prioritise whilst working in a fast-paced environment, manage multiple tasks and keep a calm and positive attitude.

Key parts of the role will include:

- Excellent client facing manner and confidence to build relevant, high-level relationships with senior brand marketers
- Seamless events support pre, during and post event (attention to detail is imperative)
- Ensuring brands are kept updated and supported throughout the process once signed up
- Work closely with the insight team to share intelligence and develop insight materials to further strengthen and improve events content
- Responsible for the ongoing development of our brand and agency data; adding and updating key contact information into our central CRM system, and ensuring the team are meeting data targets

YOUR SKILLS & EXPERIENCE

Organised, Personable, energetic and driven.

- Highly organised with the ability to create and follow a plan
- Good phone manner
- A desire to learn about marketing trends and techniques
- Confidence in networking at events
- Positivity!

We will train you on the rest.

WHAT IT'S LIKE TO WORK AT INGENUITY

The team are all very different. However, we do share some common attributes; sociable, opinionated, articulate, intelligent, good sense of humour, relentless and enthusiastic.

We are a social bunch with a great culture. We work hard and play hard. The teams are genuinely close and very supportive - which has always been part of the make-up of Ingenuity. Every Friday we have breakfast delivered to the office and the bar opens at 4pm with socials arranged at least once a month with a bigger summer and Christmas day out.

Please visit our website for more details about what we do and to meet some of the team in our blog interviews.

Here's a sneak peak into office life at Ingenuity: <https://vimeo.com/288320059>

Please send your CV to lucy.wells@ingenuitylondon.com if you think this could be the perfect role for you.