



## **EVENT SALES MANAGER: 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.

▶ **[Click here](#)** for a look at what our events are all about!

"The Ingenuity events have introduced us to a diverse range of brands we would never have met with previously.

They have opened real doors for us in the sales process. The events are well organised, well attended, thoroughly enjoyable and well worth the money.

And the team themselves are a pleasure to work with."

**Emma Hazan, Managing Director, Hotwire**

### ***ABOUT YOU***

*Dynamic, highly literate and articulate. You'll possess a can-do attitude, be very personable and ideally come with an understanding of marketing services and the creative agency landscape.*

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 experience across any of the following roles; event sales or sponsorship, agency new business, new business consultancy, intermediary membership, partnerships or across relevant marketing publications. Knowledge is crucial to the role. You will need to have (or be passionate to find out):

- A good understanding of marketing disciplines (Digital Marketing, Direct Marketing, PR etc)
- A good knowledge of the agencies that specialise in different marketing disciplines

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## **PURPOSE**

Drive agencies and 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 agencies and brands to Ingenuity events
- Get in touch with past event attendees and sell them into relevant events across the year
- Team support and event day management support
- Reporting into the Events Director
- Network at Ingenuity Events and other industry events

## **THE ROLE: FINER DETAILS**

In your role as Event Sales Manager you'll be able to prioritise whilst working in a fast-paced environment, managing multiple tasks.

Key parts of the role will include:

- Excellent client facing manner and confidence to build high-level relationships with agency leaders
- Seamless events support pre, during and post event (attention to detail is imperative)
- Ensuring agencies 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 and excellent written copy skill
- A desire to learn about marketing trends and techniques
- Confidence in networking at events
- Positivity

We will train you on the rest!

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## **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.

For a look at what goes on in the company, scroll down our website to see our latest culture video, shot in the office. <https://ingenuitylondon.com/about-ingenuity/>

So, if you have **energy, tenacity** and a to **passion** succeed we want to hear from you. In return, we'll offer you excellent career progression, the opportunity to grow, learn and share and a clear path to success.

**Start your journey with Ingenuity.**

Email [lucy.wells@ingenuitylondon.com](mailto:lucy.wells@ingenuitylondon.com) with your CV and brief cover note.