

JOB DESCRIPTION

JOB SPECIFICATION

Job Title:	Events, Exhibition & Sponsorship Manager
Responsible to:	Head of Conferences
Salary:	£26,000-£30,000 per annum depending on experience
Benefit:	8% Employer's Pension Contribution
Tenure:	Permanent employment
Hours:	Full time 40 hours per week
Location:	Lib Dems Headquarters, Westminster, London SW1P

Purpose of job

Responsible for sponsorship, exhibition and commercial marketing, interfacing with all involved departments and shaping all commercial aspects of our conferences. Responsible for the organisation, sales and delivery of the exhibition and sponsorship packages across the two annual party conferences.

Key Responsibilities

New Business Development / Marketing

- Maintaining existing client base to secure repeat business year on year, and identifying, targeting and developing new business via email, over the phone and through face to face meetings
- Proactive account management of existing clients to grow revenue
- Keeping abreast of political and market changes and tailoring services and products to existing and new clients accordingly
- Innovating and developing the offering to clients year on year
- Measuring the effectiveness and value of the key commercial activities
- Leading on the production of the annual Commercial Opportunities brochure and other commercial marketing materials
- Working closely with other LDHQ departments and the wider Party to share contacts and maximise on opportunities
- Ensure the website is marketing the commercial benefits of conference effectively

Sponsorship

- Identifying sponsorship and branding opportunities available at each conference then packaging, pricing, marketing and selling accordingly
- Delivering successful sponsorship packages and events – from conception to on-site delivery

Exhibition

- Working with the conference centre and shell scheme contractor to draw up floorplans which will maximise exhibition revenue potential at each venue.
- Responsible for securing exhibition bookings for the Party's two annual federal conferences, through both commercial and party organisations.
- Ensuring compliance with health and safety legislation in the exhibition hall
- Working with the volunteer team to facilitate VIP exhibition tours and photographs for the clients
- Onsite at conference: the main point of contact for all clients and contractors during set up, running and breakdown of conference.
- Producing exhibition manuals and general exhibitor communications

Other

- Taking minutes and attending Federal Conference Committee meetings if required
- From time to time, any other duties to support the efforts of the Conference team and the Party as appropriate
- Some weekend and evening work required – lieu time given

PERSON SPECIFICATION

We are looking for a highly-organised individual with a track record of delivering to organisational targets. He/she will have creative flair and the ability to think outside of the box. The role allows for a great degree of autonomy and would suit a real self-starter with entrepreneurial and enterprising spirit. We are looking for an excellent communicator with the drive to exceed targets set and deliver an outstanding conference experience for the clients. As a key member of a close-knit and dedicated team, you must be hard-working, flexible and have a can-do attitude.

Essential Skills and Experience

- Experience of developing and driving sponsorship and other commercial opportunities and/or experience in managing exhibitions
- Strong organisational skills
- Strong influencing and persuasion skills
- Proven track record in managing relationships with key internal and external stakeholders and networking



- Ability to work to tight deadlines
- Excellent customer service ethos
- Excellent written communication skills – marketing copy, proofreading etc.

Desirable Skills and Experience

- Relevant degree
- Basic knowledge of Adobe InDesign
- Sympathy with the aims and values of the Liberal Democrats

Please note: We will not be able to employ you if you are not eligible to work in the UK. We will not be able to obtain a work permit on your behalf.

The Liberal Democrats are equal opportunity employers and particularly welcome applications from groups who are currently under-represented in our staff.