



Job Description

Job Title: Agency Business Development Manager

Job Purpose

To grow and account manage the MICE agency sector, creating awareness of Silverstone as an exciting and creative event space, obtaining regular and repeat business whilst achieving good profit margins and hitting the annual target set.

Key Accountabilities

1. Work with the Head of department to identify and capitalise on opportunities which will maximise agency business and meets its annual revenue and profit targets. Compile an annual sales and Marketing activity plan as well as analysing sales figures and setting targets.
2. Proactively identify and deliver new and existing business opportunities facilitating the client 'pitch' process, ensuring all professional bid documents meet customer and company brand standards procedures and policies.
3. Account manage and regularly contact all venue finding / creative agency clients. Build mutually successful business relationships with new and existing agency clients to develop and grow key accounts.
4. Actively encourage agency clients to view the MICE space, regularly entertain, attend trade shows and organise Familiarisation trips as required.
5. Work in partnership with the corporate sales and marketing departments to identify and prospect new and existing agency client base. Encourage proactive selling and effective conversion of all enquiries within the team whilst maximising profit at all times to achieve budget
6. Conduct regular analysis of markets to influence at board level new innovative approaches to develop profitable propositions for client acquisition, account development and customer retention.
7. Build and maintain positive internal team and across department working relationships, as well as liaising and negotiating with clients, agencies, and working in partnership with operational teams.
8. Be present on event day ensuring client satisfaction is exceeded, following through with post event team review, with all feedback acted upon to affect positive change with agreed action plans.
9. Be aware of roles and responsibilities under SCLs H& S policy regarding the day to day implementation of the policy together with any other policies and procedures relating to health and safety'

Key Relationships

SCL Senior Management, automotive manufacturers and franchisors, suppliers and agencies, finance and event operational teams.

Knowledge, Skills and Qualifications

- An ambitious and ideally degree educated with significant sales & marketing experience.
- Impressive track record of new business development and account management personal achievements.
- Demonstrable record in managing agency develop and business growth

Silverstone Circuits Ltd

Jimmy Brown Centre, Silverstone Circuit, Northamptonshire, NN12 8TN, United Kingdom
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Company No. 882843 VAT No. GB 170160935 Registered in England and Wales



- Confident and skilled in pro-actively prospecting for business
- Engaging presentation, written and verbal communication skills
- Excellent client management and on-site operational skills
- Advanced user of Microsoft PowerPoint
- Clean UK driving license

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