



Job Description

Job Title	Head of MICE Sales
Reporting To	Commercial Director
Department	Commercial Sales

Job Purpose

You will be responsible for developing future MICE sales growth, and provide strategic vision, direction and leadership.

Key Responsibilities

- Create and execute a long term Sales Strategy that identifies how profitability for Silverstone can be achieved.
- Lead source new clients to fill the pipeline by growing, maintaining and leveraging existing contacts and turning them into commercial opportunities.
- Nurturing existing client relationships to deliver increased revenue.
- Create an environment and proactive culture within the department which supports the year on year increase of sales performance.
- Set clear KPI targets for each Sales Manager, Sales Exec to deliver / exceed budget. Monitors all day to day activities of direct reports. Put in place a development plan for each team member.
- Work closely with B2B Brand Manager to enable B2B lead generation campaigns.
- Compile management information including pipeline, forecasting and activity ratios and report to board.
- Ensure all client information is logged in the Silverstone CRM database to the agreed standards.
- Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends.
- Using knowledge of the market and competitors to identify and develop the company's unique selling propositions and differentiators.
- Identify new commercial opportunities within different sectors that will lead to an increase in revenue.
- Implement a Conference Agency strategy to drive business and introduce new corporate clients to Silverstone. Where appropriate implement commercial arrangements to drive more revenue.

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



- Organise and deliver continuous familiarisation site inspection trips of Silverstone by key corporate and agency bookers.
- Maintain a full account database, account information, activities & bookings in sales CRM system.
- Reviews sales and catering satisfaction feedback to identify areas of improvement.
- Planning of conversion days and identifying relevant conversion tools.
- Effective management of sales diary to ensure maximum conversion.
- Research and implement an Exhibition Market strategy and plan to attain large scale exhibition bookings.

Key Relationships

Commercial Director, Senior Management Team, Commercial Marketing Team, Sales, Finance, Events and Drive.
All 3rd party agencies.

Knowledge, Skills & Qualifications

- Flexible approach to working hours, including weekends and some evenings.
- Full clean UK driving licence
- Proven ability to build and manage high-performing sales teams
- New business orientated.
- Great coach and mentor.
- Is a great communicator
- Is extremely organised
- Experience of the MICE industry

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