

### City of Edinburgh Council job description

<b>Post title</b>	<b>BUSINESS EVENTS SALES LEAD</b>
<b>Directorate</b>	<b>PLACE</b>
<b>Service</b>	<b>CULTURE, WELLBEING AND ECONOMY</b>
<b>Responsible To</b>	<b>DESTINATION MARKETING AND CONTRACTS MANAGER</b>
<b>Number of post holders</b>	<b>1</b>

#### Purpose of job

The post holder is responsible for driving the growth and economic impact of Edinburgh’s business events sector by securing and converting high-quality business leads from national and international conferences, corporate events and incentive travel for the city, delivering measurable economic benefit and income growth for Edinburgh and its businesses. Working as part of the Convention Bureau Service, the role leads on proactive sales activity, bid development, and stakeholder collaboration to position Edinburgh as a competitive destination for business events, underpinned by the bureau’s commitments to sustainability, accessibility, and fair work.

The post holder will build strong relationships with event planners, venues, academic and industry partners, and city stakeholders to convert opportunities into confirmed business, maximising economic impacts, supporting priority sectors and contributing to the city’s wider economic, tourism, and place-brand objectives, while protecting and enhancing the reputation of Edinburgh as a world-class business events destination.

#### The what - major tasks and job activities

1. Create and deliver an annual sales and marketing plan, in partnership with marketing colleagues, aligned to business objectives and economic conversion targets.
2. Develop tactical plans to maximise pipeline, conversion and repeat business.
3. Monitor market trends, competitor activity and sector developments to identify opportunities and guide sales priorities.
4. Proactively identify, target and convert new business opportunities, including proactive outreach, face-to-face appointments and site visits.
5. Manage the enquiry journey from qualification through to supporting industry to contract and event delivery.
6. Maintain accurate forecasting and pipeline reporting; prepare and present updates on conversion projections and market trends to senior stakeholders.
7. Build and sustain relationships with key clients and accounts, nurturing long-term partnerships and repeat business.
8. Develop and maintain productive relationships with industry partners including local venues and suppliers, PCOs, DMCs, academic institutions, corporates, agencies, destination partners, sector bodies and city stakeholder working groups.

9. Ensure proposals and pitches are compelling, competitive and tailored to client needs and venue availability, while maintaining the reputation of the city as a leading business events destination.
10. Work closely with suppliers in the city to support smooth handover and delivery, ensuring service standards protect reputation and drive referrals.
11. Work collaboratively with colleagues across the convention bureau to support the delivery of sales-related membership benefits, ensuring these are effectively delivered, tracked and reported in line with agreed frameworks and performance measures.
12. Undertake national and international travel as required to attend trade shows, sales missions, client meetings, and 'meet the buyer' events, including flexibility to work evenings and weekends working in line with business needs.
13. Represent the bureau at industry events, acting as a visible advocate and ambassador for Edinburgh as a business events destination.
14. Identify cross-selling opportunities across venues/products and collaborate with marketing to strengthen brand presence across channels.
15. Lead the development and effective use of sales systems and processes (e.g., CRM/venue booking systems), ensuring data quality, reporting accuracy and compliance with data protection and governance requirements
16. Oversee contracting and invoicing processes in line with policy and terms, supporting effective commercial risk management.
17. Support procurement / contract discussions where required (within the Council's policy), negotiating to maximise value and yield.
18. Embed sustainable, responsible, and inclusive business events principles within sales activity and proposals, supporting the city's fair work, accessibility, and net-zero ambitions.
19. Track and report performance against agreed KPIs, including value of prospective sales and enquiries pipeline and conversion and economic impact value, contributing to organisational performance reporting and strategic planning.
20. Act as a sales lead within the team, sharing best practice, market insights, and supporting collaborative working across teams and partners where appropriate and championing sustainable choices in the event planning process and with delegate travel.

**The how - knowledge and skills, creativity and innovation, contacts and relationships, decision making**

- HND- level qualification or equivalent professional qualification or experience in sales, marketing, events, tourism or a related discipline.
- Significant experience in destination / venue / events sales and/or business development, ideally including conferences/association markets and national/international sales exposure.
- Ability to create fresh approaches to prospecting, pitching and packaging event solutions to win competitive business.
- Ability to adapt sales strategies by sector and client need, identifying innovative ways to secure new and repeat bookings.
- Confident networker who builds trust quickly with clients, agencies and partners.
- Comfortable acting as a venue/destination ambassador at industry events.
- Strong stakeholder management across internal teams and external partners.

- Ability to make sound day-to-day decisions on enquiry qualification, prioritisation, pricing/yield discussions and client suitability to maximise income and protect reputation.
- Ability to resolve client issues effectively and calmly in conjunction with industry partners.
- Proven ability to deliver against targets in a sales environment, with strong pipeline discipline and forecasting accuracy.
- Confident using data to identify trends, prioritise activity and report performance (including economic impact where relevant).
- Excellent written and verbal communicator, able to craft persuasive proposals, presentations and bids.
- Skilled negotiator with a professional, diplomatic and consultative style.
- Competent with CRM/venue booking and event management systems and advanced MS Office; maintaining accurate records and reporting.
- Understanding of sustainable and inclusive business events practices, with the ability to communicate these effectively to clients and partners.
- Awareness of public-sector governance, compliance and GDPR requirements relevant to sales, contracting and client data management.
- Experience working with or knowledge of fair work, sustainability and / or accessibility within a business environment.

### **Environment - work demands, physical demands, working conditions, work context**

- Willingness and flexibility to travel and work outstand standard hours, including evenings and weekends, to meet business and stakeholder requirements.
- Expected to manage own time, to meet deadlines and deliver outcomes to agreed quality standards.
- Physical demands and conditions will be predominantly within the range of normal office-based activities.
- All employees are expected to adhere to Council standards of practice in line with policy, e.g. health and safety, code of conduct

### **Supervision and management of people**

- The post holder will be responsible for directly managing up to 3 people alongside managing relationships and cross-service teams to deliver service activities.

### **Resources the job holder will be responsible for**

- The post holder will be responsible for monitoring business events and conventions spend activity.
- The post holder will have shared responsibility for the security and maintenance of council wide information systems.

### **Additional information - health and safety**

Protecting the health and safety and welfare of our employees, and our third parties including members of the public, contractors, service users and pupils, is the starting point for a forward-thinking Council.

All employees' responsibilities:

1. Taking care of their own health and safety and welfare, and that of others who may be affected by their actions or omissions.
2. Co-operating with management and following instructions, safe systems and procedures.
3. Reporting any hazards, damage or defects immediately to their line manager;
4. Reporting any personal injury and work-related ill health, and accident or incident (including 'near misses') immediately to their line manager, and assist with any subsequent investigation, including co-operating fully with the provision of witness statements and any other evidence that may be required.

Line managers have additional responsibilities for ensuring all health and safety risks under their management are identified, assessed and controlled, with specialist input from H&S Advisers and others including Occupational Health where required. Where the risks cannot be adequately controlled the activity should not proceed.

Additional information can be found in the [Council Health and Safety Policy](#).