

First Event
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FIRST
EVENT



Client Development Director

Salary:

£40,000 - £55,000 plus bonus.

Contract Type:

Full time, permanent.

Benefits:

Account growth bonus plus EOT bonus, healthcare scheme, enhanced pension scheme, unlimited holidays, flexible working environment.

Location:

North Leeds office, flexible and remote working available.

Reporting to:

Head of Client Development.

Life at First Event

We're one of the UK's leading event companies, and have been for the last 20 years. But no matter how long we've been around, one thing that never gets old is our deep-rooted passion for creating jaw-dropping events all around the world.

First Event is only as good as the people who work here, and you won't find another workplace culture like ours. Whilst a clear strategy is important to the growth of our business, it means nothing without the people that make the magic happen. We are firm believers that our success depends on our people, so we want every single person in the First Event Fam to love what they do and to be proud of the events they create.

That's why in 2021 we decided to become an employee-owned company. This decision not only secured our strong ethos, creative freedom and core values, but also cemented the future independence of our team. Our employee council, made up of members across each department, work closely with our management team to create fun and encouraging environment that allows us all to flourish and thrive. And did we also mention that we are one of The Sunday Times' Best Places to Work?

So, you want to work for us? Good choice. We quite like it here too. We promise you a warm welcome and some pretty cool perks along the way too!

About The Role

It is an exciting time to join the First Event Team as we continue to expand and evolve our client proposition; delivering creative and tech first events with impactful results. We are looking for an experienced Account or Development professional to join our Client Development Team to actively develop and nurture existing client relationships to create repeat business opportunities.



To be successful in this role, you must be motivated, driven and determined with the desire to contribute to the continued success of our business.

Role Objectives:

- Identify opportunities for upselling, cross-selling, and expanding services to drive revenue growth.
- Confident in income forecasting and identification of factors that could impact profitability, enabling effective resource allocation and strategic decision-making.
- Ensure the highest level of service to clients, exceeding their expectations by delivering strategic and logistical excellence in managing their accounts and projects.
- Collaborate closely with clients to develop briefs, identify key messages, target audiences, and develop strategic plans that align with their goals and objectives.
- Create and execute dynamic Account Development Plans for assigned accounts, focusing on sustainable growth and long-term success.
- Take ownership of financials for assigned accounts and provide regular account health reports to the Group Account Director, highlighting growth opportunities and areas of improvement. Monitor agency hours worked against client/project and manage appropriately.

- Maintain a comprehensive understanding of the client's product, the market it operates in, market trends, and target audiences, attending market research initiatives as required to stay ahead of the competition.
- Act as a proactive liaison between the client and the agency, and when necessary, other departments within the agency, fostering collaboration and seamless communication.
- Continuously seek opportunities to enhance processes and workflows that contribute to the overall profitability and efficiency of designated account projects.
- Produce insightful and data-driven reports for each account, highlighting performance metrics, growth opportunities, and actionable insights to be reviewed with the Group Account Director.
- Act as an ambassador for the agency, showcasing its capabilities, expertise, and value proposition to existing clients and potential prospects.

Personal Specification

- Track record of success in B2B sales with a solid understanding of the events industry.
 - Demonstrable experience developing client-focused solutions.
 - Experience in measuring the ROI of activities.
 - Ability to demonstrate creativity and innovative thinking.
 - Commercial thinker with demonstrable experience of outperforming financial targets.
 - Natural flair for providing excellent customer service.
 - Excellent interpersonal, public presentation, written and communication skills.
 - Comfortable in communicating and building relationships at all levels.
 - Possess the ability to rise to the challenge of working in a busy, fast-paced environment, dealing with multiple tasks and deadlines on a daily/ weekly basis.
 - Strong with Excel, Google Suite, PowerPoint, Salesforce and be able to learn our in-house IT systems.
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Our Values

We love that our vibrant team is made up of so many different personalities. No matter how different we are, we're all united by our core First Event values, which sum up the kind of people we're looking for.

These are the values that bring us together, make us a force to be reckoned with and help us deliver the outstanding events we're globally recognised for.



How to Apply

We are a friendly bunch who work hard whilst having loads of fun along the way! Fancy finding out more?

Please email a copy of your CV to careers@firstevent.co.uk