

First Event  
First Event  
First Event

FIRST  
EVENT



## Head of Client Development

<b>Salary:</b>	£55,000 - £65,000 plus bonus package.
<b>Contract Type:</b>	Full time, permanent.
<b>Benefits:</b>	Account growth bonus, EOT bonus, healthcare scheme, enhanced pension scheme, unlimited holidays, flexible working environment.
<b>Location:</b>	North Leeds office, with fully flexible and remote working.
<b>Line Reports:</b>	Client Development Directors.
<b>Reporting to:</b>	Sales Director.

# 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 a 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!

## 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.

Reporting to the Sales Director, this role will play a central part in leading the Client Development Team. We are looking for a strong leader who can foster a culture of high performance, collaboration, and innovation within the team whilst working in partnership with our Sales Director to create clients for life.

### More detail:

- Lead, mentor and inspire the Client Development Team, setting clear objectives and providing ongoing coaching and feedback.
- Work with the Sales Director to create clients for life, executing strategies to drive account growth.
- Collaborate with our Marketing team to align strategies with development plans.
- Ensure delivery of the Client Development Plans and oversee the overall health of the Accounts, focusing on growth and long-term success.
- 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.
- Build and maintain strong relationships with key clients and stakeholders, identifying opportunities for upselling, cross-selling, and expanding services to drive account growth.
- Actively develop and nurture existing client relationships to create repeat business opportunities.
- Ensure department targets are met.
- Take ownership of financials for assigned accounts and provide regular account health reports to the Sales Director, highlighting growth opportunities and areas of improvement.

- Monitor team performance and sales metrics, implementing corrective actions as necessary to ensure targets are met.
- Work closely with the operational management team to provide insights and contribute to the company's overall growth strategy.
- Build and maintain the business pipeline.
- Maintain an in-depth understanding of our clients, their business's strategic objectives, the market in which the client operates and the various target audiences at whom the events are aimed.
- Conduct, and act on, regular client QBRs and surveys,
- To proactively make suggestions regarding improvement to processes that will help to manage the overall profitability of projects and the agency.
- Produce insightful and data-driven reports for each account, highlighting performance metrics, growth opportunities, and actionable insights to be reviewed with the Sales Director.
- Ensure all account information is present and up to date in Salesforce
- Act as an ambassador for the agency, showcasing its capabilities, expertise, and value proposition to existing clients and potential prospects

## Personal Specification

- Strong leadership skills, with a history of driving high performing teams.
- Track record of success in B2B sales and account development with a solid understanding of the events industry.
- Highly competent CRM system user (preferably in Salesforce).
- Demonstrable experience developing client-focused solutions.
- Ability to communicate, present and influence all levels of the organisation, including executive and C-level.
- Entrepreneurial drive and demonstrated ability to achieve stretch goals in an innovative and evolving environment.
- Positive mindset and open to change.
- Strong multi-tasking skills and the ability to manage a diverse and challenging workload.

## 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](mailto:careers@firstevent.co.uk)