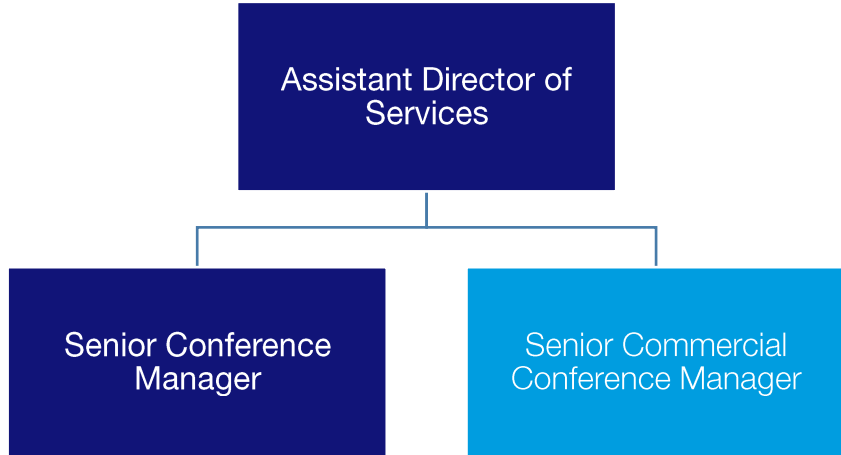
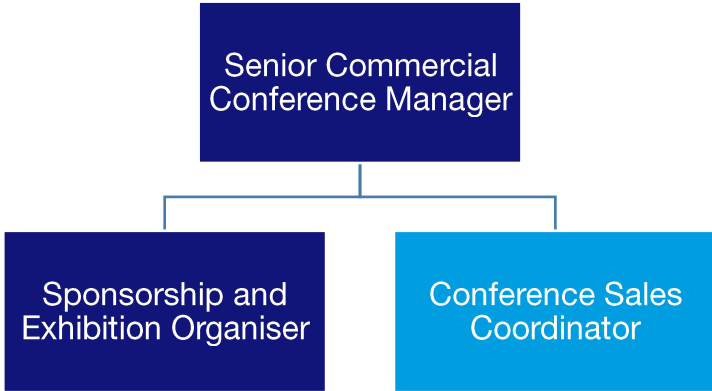


<p>Job Title Conference Sales Coordinator</p>	<p>Directorate and team This role sits in the Conference Team in the Operations Directorate</p>
<p>Key focus of the role The Diabetes UK Conference team works to deliver a leading annual healthcare professional conference which educates attendees on the latest developments and research in the field of diabetes. In addition the team supports the delivery of 3 smaller external facing conferences each year (Renal, Pregnancy, Type 1 and Tech). This post will work closely with the Senior Commercial Conference Manager to maximise income across the conferences. In particular developing and selling the Exhibition offer to corporates (predominantly in the pharmaceutical field). The role will also have responsibility for some smaller sponsorship relationships, and ‘contra’ sales relationships. The postholder will work closely with the Sponsorship and Exhibition Organiser, who has responsibility for implementing the operational delivery of all contracted packages to a high standard.</p>	<p>Department</p>  <pre> graph TD ADS[Assistant Director of Services] --> SCM[Senior Conference Manager] ADS --> SCCM[Senior Commercial Conference Manager] </pre>
<p>Key deliverables</p> <ul style="list-style-type: none"> ▪ Develop the exhibition package for the Annual Conference, and smaller conferences if applicable (some smaller conferences are on-line) ▪ Liaise with venue and exhibition provider to develop floor-plan and exhibition requirements ▪ Manage relationships with a broad range of corporates, selling exhibition packages, smaller sponsorship packages, and contra packages ▪ Work closely to support the Commercial Senior Services Manager in delivering growth in income across all conferences, supporting high-value sponsorship relationships where appropriate ▪ Prospecting and developing relationships with corporates new to Diabetes UK – supporting growth in income ▪ Work closely with the Sponsorship and Exhibition Organiser to ensure that all contracts are implemented to a high standard ▪ Work closely and flexibly with other members of the Conferences Team across commercial and logistics as needed to ensure conferences are delivered to a high standard. 	<p>Job and reporting Line</p>  <pre> graph TD SCCM[Senior Commercial Conference Manager] --> SEO[Sponsorship and Exhibition Organiser] SCCM --> CSC[Conference Sales Coordinator] </pre>

<p>Contractual information</p> <ul style="list-style-type: none">Contract type: 12 Month Fixed-Term ContractHours: 35 hours per week (full-time)Pay range: Band 6	
<p>Key working relationships internal</p> <p>Conference team, Finance team, Legal team, National and Regional teams, Marketing/Communications team</p>	
<p>Key working relationships external</p> <p>Conference sponsors and exhibitors including pharmaceutical and medical technology companies, education providers and voluntary sector associations.</p> <p>Conference suppliers including on-site exhibition hall services, online conference platforms and production/registration suppliers.</p>	

All jobs at Diabetes UK are based on our competency framework called the **What-How Framework**. In the following sections we've listed:

- the key activities you'll undertake (**the What**) and
- the skills, knowledge, experience and behaviours you need to be successful in this role (**the How**).

Key activities – What you need to do

Managing Resources	Making Decisions	Collaborating with Colleagues	Building External Relationships
<ol style="list-style-type: none"> 1. Work with the exhibition provider to produce an exhibition floor-plan which maximises footfall and income potential 2. Develop an exhibition sales plan for the annual conference, and smaller conferences when applicable – setting sales objectives, and monitoring progress against these 3. Develop low-value sponsorship and contra deal packages 4. Manage the prospecting and researching of corporates, ensuring a pipeline of new business to support growth in income 5. Manage the Sales in-box, directing enquiries to the Commercial Senior Conference Manager where appropriate 6. Ensure exhibition complies with ABPI code of conduct 	<ol style="list-style-type: none"> 7. Sell the exhibition and sponsor offerings to corporates, making decisions and negotiating on pricing and contracting arrangements 8. Liaise with exhibition provider and venue, making decisions on floorplan and logistical detail of conferences 9. Identify up-selling opportunities, working closely with the Commercial Senior Services Manager to maximise income potential 	<ol style="list-style-type: none"> 10. Work with all colleagues across the Conference Team to ensure effective delivery of the Annual Conference and smaller conferences. 11. Work with Contract Team to ensure contracts in place with all exhibitors and sponsors, and Contra relationships. 12. Work with MarComms to develop Contra deals and develop marketing materials for exhibition offering 13. Co-ordinate the invoicing requirements of all exhibitors and sponsors with Finance. 	<ol style="list-style-type: none"> 14. Build and manage relationships with a range of external corporates, including pharmaceutical and medical companies 15. Lead on the contract development and management of exhibition service providers, 16. Demonstrate ongoing commitment to keep up to date with current ABPI/ Pharmaceutical/Device companies Codes and guidelines to ensure we are enabling compliant conferences 17. Attend competitor conferences to network and build new and existing relationships 18. Co-ordinate feedback/evaluation from all exhibitors and sponsors following the conference

Skills, knowledge, experience and behaviours – How you need to do it

Managing Resources	Making Decisions	Collaborating with Colleagues	Building External Relationships
<ol style="list-style-type: none"> 1. Set clear objectives and have ownership for key deliverables - tracking and reporting on progress regularly. 2. Demonstrate the ability to plan and implement complex tasks effectively, assessing and managing risk on an ongoing basis 	<ol style="list-style-type: none"> 3. Demonstrate excellent sales and negotiation skills, showing how you can influence others to achieve objectives 4. Manage a complex workload, juggling the management of a large number of corporate relationships across multiple conferences and with different timescales 5. Use commercial acumen to identify growth potential in existing and new corporate relationships 	<ol style="list-style-type: none"> 6. Demonstrate excellent written and oral communication skills with the ability to interact with a wide range of people using different tone/approach as required 7. Foster trust and respect in relationships by demonstrating confidence, knowledge and understanding of conference delivery, experience of working on large scale events, and an understanding of the pharmaceutical industry 8. Work as an effective team member, demonstrating leadership skills, supporting colleagues, and showing flexibility and a willingness to collaborate to get the job done 	<ol style="list-style-type: none"> 9. Be solution focused, self-motivated and adaptable to ensure we meet the needs of corporate clients balanced against supplier limitations 10. Build and manage professional and effective relationships with high level corporate partners and key suppliers through regular meetings and email updates. 11. Experience of providing an excellent level of customer service to event participants/corporate contacts/suppliers

Qualifications – Qualifications you need to carry out this role

n/a