

Energy Industries Council Job Description

Job Title:	EIC Customer Specialist	Business Location:	UK / Home Office
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Responsible to (Line):	Head of Sales & Strategy	Responsible to (Function):	Membership & Events
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Purpose / Role

Secure EIC stand and sponsorship sales, maximise membership engagement in the UK, generate membership leads and EIC Inform (bespoke market intelligence and event organisation) and secure advertising.

Key aims and objectives

Gauging the interests of identified and relevant prospects and advising which EIC products and services should be of interest to them, e.g. maximising their EIC membership, becoming a new EIC member, exhibiting at an EIC UK Pavilion, advertising in our publications, booking sponsorship at EIC events, appointing EIC for bespoke market intelligence or us organising an event on their behalf.

EIC Event Sales and advertising

Meeting and beating agreed targets for stand sales, sponsorship and advertising:-

Securing exhibitors and sponsors to take part in the EIC's own events and the EIC's UK Pavilions at international exhibitions.

Alerting prospects to advertising opportunities within the EIC's own publications and digital advertising.

Raising awareness of the opportunities to showcase capability of new technologies and solutions at EIC events through early understanding of the features and benefits unique to each event, region, sector, etc. and matching these to the most relevant companies.

Recognising companies that would benefit from EIC Inform (bespoke market intelligence), organising an event on their behalf, presenting to their company, taking part in the EIC annual Survive & Thrive programme or providing another solution within our remit to support their needs as a member.

Pursuing and maintaining strong relationships with prospects to reinforce their confidence in us as their partner of choice when promoting their products and services to the industry and attracting return bookers.

EIC Membership

Working with the UK Membership Team and EIC data resources to:-

1. Identify potential new UK members – meeting and beating leads targets to pass on to the membership team.
2. Working with existing UK members to maximise their engagement with the EIC, ensuring they are aware of all benefits and ensuring their retention as an EIC member.

Key Performance Indicators

- Generating leads to pass onto the Membership Sales Team
- Reduced resignations
- High conversion ratio of contact made to sales secured
- Each event's packages selling early enough to promote and organise in sufficient lead times
- Accelerated sales on new / less known events
- Last minute sales of vacant stands on priority events
- Selling agreed additional packages to satisfy demand
- Accurate records of all contact and the resulting bookings across each campaign

- Updates in CRM, fresh contacts and existing ones kept up to date
- Increase in take up from identified groups such as disengaged members and non-members
- Rebooking past participants and securing bookings from registered interested
- Securing multiple bookings across events from each company
- Providing a good mix of companies to ensure a broad diversity taking part
- Increase the EIC National Award's submissions from member companies
- Satisfaction recorded in post event feedback

Prime responsibilities and duties

To follow the agreed sales process to include (but not limited to):-

- Ability to illustrate the features and benefits of each EIC event, member benefits, advertising opportunity both written, verbal and in presentations
- Clustering contact (telephone, emails, IM, social media posts, etc.) into specific campaigns and time zones as agreed as a team at regular intervals
- Timely preparation for each contact and relevant event or activity with essential background information to optimise responses
- Approaching contact with a sense of urgency to secure meaningful conversations
- Following up enquiries and sending information to secure bookings in a timely fashion
- Updating contact details, event interest, mailing categories, etc. into the CRM
- Attending and actively take part in any internal event launch meetings
- Obtaining company interest required to feed into CRM such as markets, sectors, focus, etc.
- Recording and reporting progress and feedback to departments
- Passing leads and information to relevant departments
- Logging interest in delegate bookings, speaker opportunities, administrative requests

Allied occasional duties

- Travel regionally, nationally and very occasionally internationally to secure sales and generate leads
- Welcome EIC members at events and meetings
- Opportunity to present on-screen and in-person to illustrate the benefits of EIC activities
- Boost delegate sales, dinner places, etc. as they arise

Key interfaces

Internal

- Head of Sales & Strategy and team members
- Event organisers (International Trade dept., Regional Events)
- Head of Membership, Membership Managers
- Accounts, IT and Marketing Departments

External

- EIC members
- Advisory Group Members and Regional Committees
- Non-member companies
- Other Trade Associations, Department for International Trade

Core competencies

Required

- Experienced sales executive, track record ideally in the energy sector with the ability to talk about, and gain an understanding of products and services and market requirements
- Inveterate networker and opportunist– excellent communication skills at all levels both over the telephone and in person to reinforce gravitas and energy to both colleagues and customers
- Ability to balance the varied needs of different companies and individual personas by matching their interests to the appropriate EIC products and services
- Planning and organisation: responsible for selling a series of complex and varying event packages and membership benefits
- Teamwork: working as part of a team whilst taking competitive ownership of targets
- Self-starter –with the ability to paint a picture of each event and explain EIC principals as appropriate to each prospect
- Good humoured, enthusiastic, influential, presentable and personable with a desire to be exceptional
- Budgetary awareness – ensuring income secured is reflective of the budget and costs involved and not just to secure a sale
- Sense of urgency, good research ability, able to think ahead and plan for every eventuality
- To be self-motivated and able to understand and execute a well thought out sales strategy
- Business acumen, cultural awareness and prepared to travel virtually and physically when required
- Good computer skills. Able to record in CRM system, Microsoft Excel, Power Point and practise professional written dialogue to potential participants

Desirable, but not essential

- Large scale event and/or own exhibitor/sponsor experience
- Knowledge and/or interest in the energy sectors including oil and gas, power, nuclear and renewables
- Trade Association and/or Government work experience

Issued (date):	Signed by Line Manager:	Functional concurrence: (if appropriate)	Signed by Employee:
February 2021			