

Job Description

Sales and Client Experience Coordinator

Goals

The role of the Sales and Client Experience Coordinator is to build and maintain strong relationships with clients or customers, ultimately driving revenue and contributing to the overall growth of the business. He/She is the primary point of contact for our clients, understanding their needs and aligning our products/services to meet their business goals. Sales and Client Experience Coordinator role is to seamlessly blend events coordination creating a positive and cohesive experience for clients.

Responsibilities

Responsibility 1: Market Research

- Continuously analyzing market trends, customer needs, and competitor activities to stay ahead in the market and adjust sales strategies accordingly.
- Identify potential partners, clients, and collaborators to expand the reach of our event programs and services.

Responsibility 2: Client Relationship Management

- Serve as the primary point of contact for clients, understanding their needs, and communicating effectively to provide tailored solutions.
- Actively seek new sales opportunities and expand the customer base. Present and promote products/services.
- Identify opportunities to introduce additional products or services to existing clients, increasing the overall value of the account.
- Manage the entire sales cycle, from prospecting to closing deals including negotiating contract terms and prices with customers.

Responsibility 3: Product Development

- Collaborate with internal teams, such as marketing, product development, and customer support, to ensure a cohesive approach in meeting customer needs and addressing challenges.
- Present attractive proposals and compelling pitches.
- Contribute to the development of sales and marketing materials.
- Regularly monitor and analyze sales performance data, identifying areas for improvement, and adapting strategies to achieve better results.

Responsibility 4: Events Management

- Responsible for the end-to-end process of event planning (venues, catering, entertainment, other logistical details, and budget) - Negotiate with suppliers to find cost-effective solutions.
- Ensure the smooth execution of events, consider deadlines and objectives.
- Coordinate internal and external teams to achieve project goals.
- Generate reports on the performance of events and evaluate successes and challenges. Make recommendations for improvements.
- Manage and coach logistics event team to promote visibility and brand perception on the ground.

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Responsibility 5: Sponsorship

- Develop and realize the strategy about sponsorship.
 - Translate strategy into active policy:
 - Identification, selection, negotiation, implementation, and evaluation of national sponsorship requests in line with strategy.
 - Manage sponsorship budgets against pre-determined ROI together with the Finance and Administration Manager.
 - Closing sponsorships that are not in line with the chosen strategy.
 - Establish key success parameters for evaluation.
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Education and/or work experience requirements:

- Bachelor or master’s degree in education, or equivalent in experience.
 - Proven experience in sales coordination and client relationship management.
 - Strong understanding of event program development and industry trends.
 - Excellent face-to-face and written communication skills.
 - Demonstrated ability to build and maintain strategic partnerships.
 - Proven track record of meeting and exceeding sales targets.
 - Strong analytical and problem-solving skills.
 - Ability to work independently and as part of a collaborative team.
 - Work in a methodical and organized manner, good time management skills.
 - A professional manner and the ability to deal with a range of external stakeholders.
 - Customer service mindset, and good communication skills.
 - Working in a problem-solving way, with attention to process improvement.
 - Comfortable with change and complexity, and working in a start-up environment.
 - Good experience with MS Office tools and Google applications.
 - A good knowledge of Dutch, French, and English.
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- **Report to:** General Manager
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Reviewed by: Isabelle Borli	Function: General Manager
Date: 4/2/2024	
Approval Employee	Approval Employer