



A Hosts Global Member

Account Manager – Business Development/Event Planner

About Us

Roberts Event Group, Inc. is the leading provider of special events, meeting management, destination management, and event entertainment servicing Pennsylvania, New Jersey, and Delaware since 1994. We know that every client and event is unique. Every aspect must be strategically considered and woven together seamlessly to achieve maximum return on investment along with brilliant results. Roberts Event Group, Inc. is committed to nothing less than perfection with every event we touch.

Overview

We are seeking a talented, dynamic, multi-task-oriented candidate for a full-time position as an Account Manager-Business Development/Event Planner. The ideal candidate would bring a positive and can-do approach to solving large, strategic, and complex problems with simple and elegant design solutions that address project goals and requirements. This candidate would also champion a positive work environment for the team and collaborate with them to set new standards in delivery.

The primary responsibilities of this role will be to help unearth new sales opportunities through networking and turn them into long term partnerships; outbound selling of corporate events and generating new business; networking and building long-term relationships; creating professional proposals; efficiently manage a portfolio of customers; achieve sales objectives and plan strategies; provide accurate forecasting; serve as a business representative at industry events; and project manage a high-volume of work to ensure service levels are met or exceeded. This position reports to the Principal, Event Producer.

Requirements

- Over 5 years of direct experience in the DMC, Special Events, or other Hospitality industry
- 3-5 years of proven successful sales experience
- Bachelor's degree in Hospitality, Communications, Business

Qualifications

- Experience generating and growing corporate event business
- Existing relationships with hotels, venues, convention bureaus, restaurants, destination icons, etc.
- Expert level skill in destination management services and best practices a plus
- Ability to lead project from beginning to end
- Proficiency in creatively enhancing and delivering programs with variety of standard services, including special events, staffing, tours, transportation and dine arounds, etc.

- Must work well under pressure and tight time frames, exercising good judgment as well as excellent interpersonal skills
- CMP, DMCP or CIS certification preferred but not required
- Extensive and trusted supplier relationships
- Organized, detail-oriented and the ability to multi-task with problem-solving skills that drive progress
- Generate and grow partnerships with key targets with demonstrated ROI
- Ability to develop proposal from concept to client delivery
- Proven experience with concept development and creative strategies
- Excellent written and verbal communication skills including the ability to write effective e-mails and compelling program descriptions and able to confidently give sales presentations
- Enjoys building and enhancing an existing database of potential clients
- Ability to present ideas, expectations, and information in a concise, well-organized manner
- Financial acumen and understanding of budgeting
- Ability to work both independently and as part of a team
- Creative thinker, successful troubleshooter

Computer Skills

- PC skills – knowledge of document management, folder/directory structures, printer management
- Microsoft Office skills – Word, Excel, PowerPoint
- Online skills – effective online searching, knowledge of social media
- Experience working in Canva and Viper, Social Tables (or other creative floor plan software)
- Experience working in Salesforce or similar CRM system
- Create and manage social media – Facebook, Instagram, Twitter, etc

Account Manager / Event Planner Primary Immediate Responsibilities

- Consult, brand strategy and manage sales effort
- Participate in weekly sales meetings
- Strategize in sales efforts
- Identifying and developing additional sales opportunities with existing relationships
- Prospecting new clients and pioneering business relationships
- Reinforce relationships with third party meeting & incentive management companies and hotels
- Assist partners and sales team with growing sales
- Mentor sales/coordinators on current and future prospects
- Active participation within industry organizations to promote Roberts Event Group brand awareness
- Make Sales presentations
- Miscellaneous responsibilities & tasks
- Maintain an on-going knowledge of Philadelphia, the surrounding region and South Jersey as a destination

Account Management Responsibilities (as additional time in the office becomes available)

- Primary contact for accounts
- Managing in-coming sales inquiries from qualification through contract
- Manage multiple clients and projects
- Ability to organize & produce detailed responses to RFPs
- Networking to build new and current business relationships

- Act as ambassador for Roberts Event Group through active participation with the hospitality community
- Other projects as assigned

Competitive salary, commission, and benefits offered. For immediate consideration, please send a cover letter and resume to Melanie Hay, Recruiting Coordinator, at melanie@robertseventgroup.com. To learn more about Roberts Event Group, please visit our Web site, www.robertseventgroup.com.

Roberts Event Group is an equal opportunity employer, committed to a diverse and inclusive workplace. Roberts considers qualified applicants for employment without regard to age, sex, ethnicity, religion, disability, marital status, sexual orientation or gender identity, military/veteran status, or any other basis prohibited by applicable law.