



Sales Executive

Job Description

To apply

Please email jobs@weareisla.co.uk with your CV and a short note* to introduce yourself and tell us about a recent sales success that you're proud of. Please submit by 31st March 2023. This position may close early, pending volume of applicants.

*We're happy to receive video, audio or written notes with your CV. For audio or video, please keep these to a max of two minutes.

Who we are

We're [isla](#), the UK event industry sustainability body, a fast-growing nonprofit startup that exists to accelerate the event industry's transition to a sustainable future.

Our focus is industry-wide collaboration to tackle the global climate crisis through collaborative and industry-specific action.

Our aim is to drive rapid change on a large scale by engaging the full spectrum of the industry; from brands and agencies to suppliers and venues, exhibition organisers to event support services.

We offer practical guidance and support, develop and run exciting projects to help move the dial forward, and have a number of products & resources that benefit the whole industry, helping us realise our shared sustainability ambitions.

You can read more about our aims and ambitions [here](#).

Company culture

Our company culture is in constant development as we grow, ensuring we remain open, are always learning and being inclusive. We want our team to play a key part in shaping culture, ensuring the company not only promotes social and climate justice, but lives it too.

We value transparency and active listening, whilst staying true to our core aims of aligning the event industry with global climate goals.



Specifics of the role

You will be responsible for nurturing inbound sales enquiries into viable sales opportunities for *isla*. This is a key role, working closely with the sales and community teams

Generic Responsibilities:

- Working with the current pipeline, converting leads into isla membership and TRACE licences
- Qualifying new leads including researching their businesses
- Setting up meetings with prospective clients to discuss their needs and sell products or services that will meet those needs
- Learning the TRACE product, the story behind it and its benefits in detail to enable you to give confident product demos
- Following up with clients after meetings to ensure that they have all of the information they need from the company
- Identifying when a “one-size fits all” approach is not appropriate and directing these enquiries to the right team member
- Maintaining a high level of customer service at all times by listening to customers’ needs and educating them about product features and benefits
- Ensuring that all relevant information you capture is entered onto the CRM database
- Managing TRACE renewals, inline with target renewal rate
- Working with our community team to ensure a smooth onboarding
- Attending industry events, networking and making connections
- This list is not exclusive and other sales activities will be required on a need basis

Experience

Beneficial experience would include previous employment in the events industry or a membership organisation. A passion for environmental sustainability is essential.

Must have excellent relationship building skills, confident in speaking to new people at a senior level. Good knowledge of the segmentation of the industry and the different needs of stakeholder groups is a bonus, but can be learned for those entering from outside of industry.









A willingness to learn about the shape of the industry and the interdependencies and cross-over of business types within the sector is required.



Experience working with Hubspot or another CRM is highly desirable but should not prohibit applicants who have no CRM experience.

At least 5 years employment experience in a professional role is highly desirable (i.e. account management, sales, a client-facing administrative role), but a passion for the mission and willingness to upskill to required level is more important than total years of experience.

Key Skills & Characteristics

-  A great communicator and relationship builder first and foremost
-  Understanding of the dynamics of the event sector
-  An interest in climate issues & eager to learn more
-  Comfortable presenting to all levels of audiences
-  Super organised
-  Excellent writing skills, i.e. presentation, articles, reports
-  Proactive, rises to a challenge and is a solution finder
-  Enjoys working towards clear KPIs and targets

Further details

Salary:	£30,000 per annum
Position:	Full Time - Permanent or Contract for the right candidate
Start Date:	ASAP
Probation:	Three months with one month notice period. Following probation, eight weeks notice period
Holiday:	36 days a year + birthday off
Location:	UK wide. We are a hybrid team, and occasional travel to London or UK based client locations for in-person meetings, events and working days may be required (up to two days per week.)

Recruiting Diversely

We are actively recruiting from all communities for this role, and building towards an inclusive culture. We aim to serve the needs of our staff within a supportive, respectful and just culture.