Job Description

Job Title: Sales Account Manager	**Base Salary:** £31-32,000k per annum plus benefits
Reports to: Head of Sales	**Number of Direct Reports:** 0
Department: Sales & Marketing	**Job Type: 2 Year FTA (with a view to extension or permanency)** Annualised hours, 37 hours per week (excluding breaks)

About us

We are the QEII Centre – central London's premier venue for domestic and international events. Located in the heart of Westminster, our award-winning Centre offers modern, flexible spaces for all types of events from conferences and exhibitions to award ceremonies, dinners and fashion shows.

We host hundreds of events each year, ranging from high-profile international conferences to bespoke corporate meetings. At the heart of everything we do is a steadfast commitment to exceptional customer service

Our people are central to our success. From our acclaimed in-house caterers, QEII Taste by Levy, to our expert Audio Visual (AV) and Event IT teams, every employee plays a vital role in delivering outstanding experiences.

As of 2026, we've proudly achieved over 55+ industry awards since 2014—an ongoing recognition of our excellence in the events sector. Most recently, we received three awards at the 2026 Eventex Awards, including Gold for Venue Event Team, Silver for Large Venue and Bronze for City Venue. These accolades reflect our unwavering commitment to delivering outstanding experiences for every client and delegate.

Job Purpose

Working as part of the reactive sales team, the Sales Account Manager will be the first point of contact for clients. The primary responsibility of the role is selling the facilities at QEII Centre to the UK corporate and agency market, employing sales skills to help achieve an overall team target of £8.5M for next financial year, and challenging forward sales revenue targets from existing and new clients. In addition, the jobholder will be responsible for managing several key client accounts to gain maximum profitability whilst maintaining high levels of client satisfaction.

Key Tasks

- Use effective sales skills to meet room hire, AV, and catering revenue targets for events of all size, including large-scale and multi-day event bookings.
- Manage a portfolio of client accounts and deliver on pre-agreed sales and revenue targets.
- Proactively contact former and cancelled clients to renew opportunities and identify new revenue streams to support business objectives.
- Act as the first point of contact for clients enquiring about use of the Centre; handling all incoming enquiries in a friendly, professional and efficient manner in line with the departmental SOPs and ensuring that all relevant details are accurately captured on the Centre's CRM.

- Ensure enquiry response time are consistently in line with departmental SOP.
- Prepare informative bespoke proposals that fully meet the client's objectives and brief.
- Follow up on all enquiries within the required timeframes and ensure all details are accurately recorded in the CRM system.
- Actively upsell each event to maximise profitability and sales.
- Prepare and regularly update event sales forecasts for weekly sales meetings.
- Conduct engaging and informative show rounds of the venue selling the full range of services including Catering and AV and reinforcing that the Centre is the ideal choice for their event.
- Negotiate within defined parameters as needed, securing client confirmation to proceed with bookings.
- Conduct proactive research and initiatives to attract new clients for the Centre.
- Prepare contracts and all necessary paperwork for events.
- Work closely with colleagues across the organisation, maintaining high standards of teamwork and professionalism in both office and remote settings.
- Ensure contracted client events are handed over to Event Management/Operational teams in accordance with the departmental SOP.
- Undertake any reasonable duties as specified by the Head of Sales or Director of Sales & Marketing.
- Engage in sales team and management workshops, supporting team improvement, management discussions, and strategic initiatives. Attend trade shows as required, representing the brand on the exhibition stand, ensuring a professional presence and effectively communicating the company's values and offerings to attendees.

The above is not exhaustive and other duties not outlined may form part of the employees' job description.

Person Specification

Experience

- Able to demonstrate evidence of meeting and exceeding venue sales targets and development of secondary spending.
- Experience with both engaging and tapping into a range of different personalities.
- Proposal creation that meets the client's objectives, brief, and budgets.
- Excellent communication skills, both written and verbal.
- Experience in overcoming client resistance/objections.
- A high standard of computer literacy including CRM systems.

Technical Skills and Qualifications

- Demonstrable sales and account management experience within the events/hospitality industry.
- Strong organisational skills, and ability to plan, organise and deliver work to meet deadlines and quality standards.
- Excellent negotiating and interpersonal skills.
- Knowledge of Momentus or similar CRM systems is desirable.

Behaviours

- Communicating and Influencing
- Developing self and others
- Working Together
- Delivering at Pace
- Making effective decisions

Information on the Civil Service Success Profiles framework, and how this relates to this role, can be found online or from the QEII HR Team.

QEII Values

- **Team** – Work as one team, treating everyone equally
- **Quality** – Focusing on high standards and attention to detail
- **Exceptional** – Go beyond expectations in everything we do
- **Innovation** – Daring to be bold in everything we do
- **Integrity** – Supporting each other, speaking up and learning from mistakes to grow as one team
- **Collaboration** – Ensuring integration across all departments