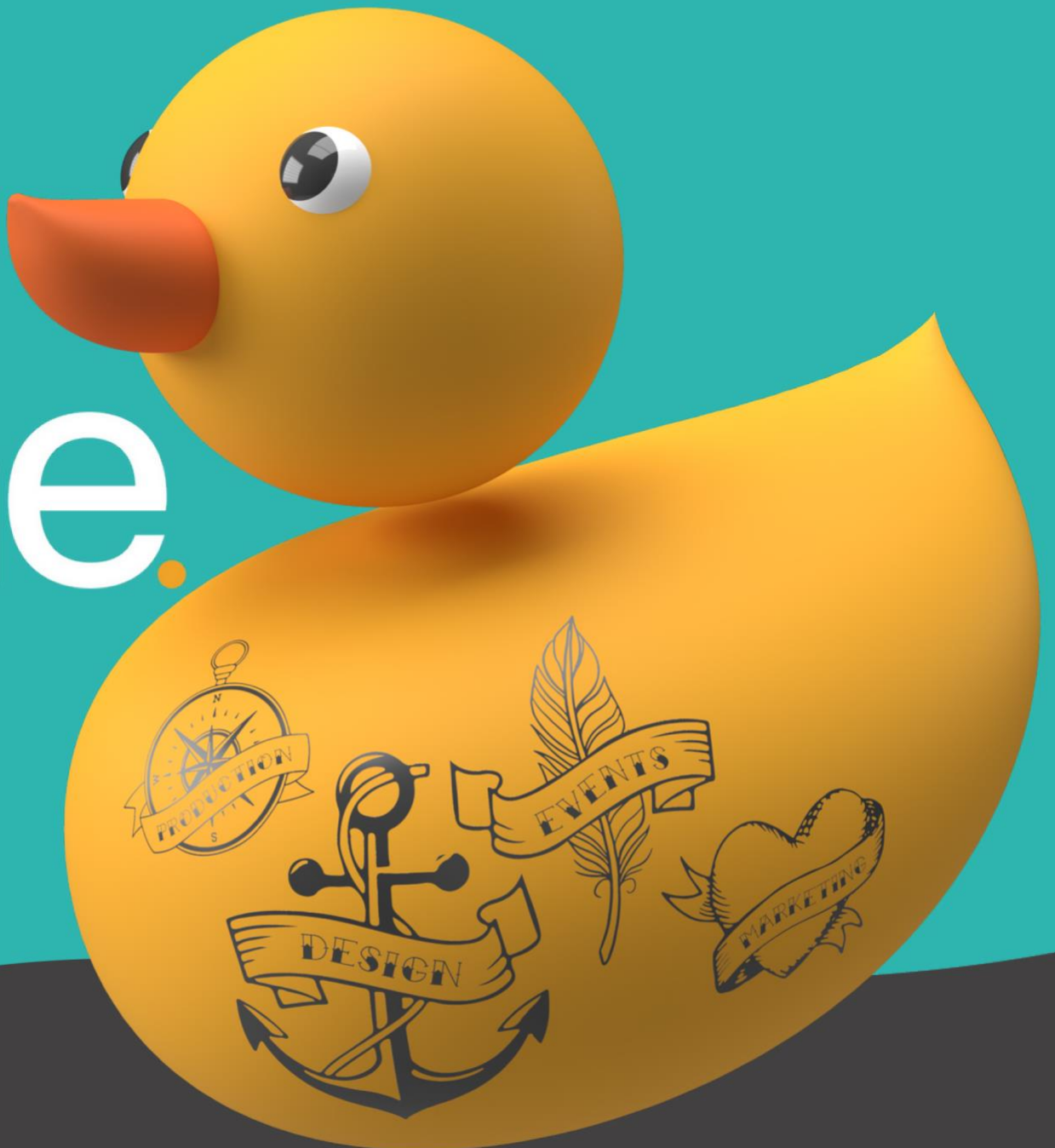


# ae. Sales & Retention Director

ae.



## The Brief

Associate Events is a dynamic, full-service events and marketing communications agency with a strong ethical foundation.

Specialising in B2B events and marketing strategies, they focus on sectors such as technology, defence, and luxury goods. Their services encompass comprehensive event management and in-depth marketing communications, including brand development, market research, website creation, and social media activation.

Since its inception, Associate Events has undergone a remarkable journey of growth and evolution. Initially an events management firm with limited marketing communications expertise, the company began to recognise opportunities to expand their services through close client collaboration. Over time, they organically developed their marketing communications capabilities, formalising what had initially been ad-hoc support into a comprehensive service offering. This expansion proved crucial during the COVID-19 pandemic. When the events industry faced unprecedented challenges, Associate Events' diversified skill set allowed them to adapt and thrive, emerging stronger from the crisis.

Their consistent delivery of high-quality work and focus on client satisfaction has steadily built their reputation in the industry. This growth in stature culminated in their recognition on the C&IT Top 50 Agencies List, a significant milestone that reflects their commitment to excellence. Today, AE handles approximately 300 events per year, alongside a substantial portfolio of marketing communications work. Their journey from a pure events company to a full-service agency demonstrates their ability to evolve with market demands and client needs.

Driven by integrity, transparency, and a results-oriented approach, Associate Events prides itself on fostering long-term client relationships built on trust and delivering tangible outcomes. This commitment has led to an impressive 97% client retention rate. Beyond commercial success, AE is dedicated to making a positive impact. Their involvement with 'The Clink' charity demonstrates this ethos, as they support reducing reoffending rates by training prisoners in hospitality skills. By organising events and providing marketing expertise often at minimal or no profit, they illustrate their dedication to using their capabilities for meaningful social change.

Their community-focused approach influences project selection, prioritising initiatives with a direct, positive impact on the world. The company culture is collaborative, open, and research-driven, valuing employees who uphold their ethical standards and are willing to turn down work that doesn't align with their



## The Brief continued...

principles. As they grow, they continually refine their processes and operating model.

Emphasising integrity and transparency, AE avoids aggressive sales tactics and overselling capabilities. Instead, they focus on building long-term relationships based on trust and results, contributing to a high rate of repeat business. Being data-led, they make informed decisions based on thorough research and analysis, ensuring strategies are both effective and aligned with client goals.

Generating annual revenue of £2.4 million, with plans to reach £6 million by 2026, the AE offers a blend of event management and marketing services. About 20% of their revenue derives from pure marketing work, allowing them to provide comprehensive solutions to their clients while maintaining ethical and community-focused values.

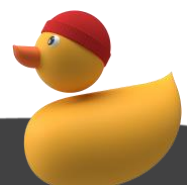
To support their ambitious growth, AE is seeking a seasoned professional with a unique blend of experience, strategic thinking, and ethical grounding.

The ideal candidate will have 10-20 years of experience in the events industry and a deep understanding of the B2B landscape. They should possess a proven track record of leading a major agency to significant growth and now seek an opportunity to apply these skills with autonomy and support. This role is ideal for someone currently in a major agency position looking to reignite their passion in a dynamic, supportive environment.

The successful candidate should be a strategic thinker with the ability to see the big picture while effectively managing day-to-day sales activities. They must be adept at navigating complex client organisations and engaging with key decision-makers at all levels. Building and nurturing long-term relationships is crucial, as is the patience to work on major accounts over extended periods.

Integrity is paramount. The candidate must align with AE's values of transparency and ethical business practices, demonstrating the willingness to turn down work that doesn't fit the company's principles or the client's best interests. They should be results-driven, valuing quality and ethics over quick wins, and be motivated by the opportunity to make a significant impact rather than financial rewards alone.

Creativity balanced with practicality is key. The role requires someone who can generate innovative ideas for events and marketing strategies and translate these ideas into actionable plans.



Associate Events

Sales & Retention  
Director

## The Brief continued...

Maturity and emotional intelligence are essential. The candidate must handle pressure gracefully, think on their feet, and communicate effectively with a wide range of stakeholders, from boards of directors to operational staff.

Reporting directly to the Managing Director and as part of the Senior Leadership Team, the candidate will play a crucial role in shaping the company's strategic direction. They will refine sales processes, identify new market opportunities, and manage an expanding team.

Associate Events seeks more than just a salesperson; they want a growth partner. This role offers significant professional development potential and the chance to impact a growing business. The successful candidate will be instrumental in transforming AE from a successful small business into a major player in the events industry.



## Job Description

We are seeking a like-minded, highly motivated, creative, results driven, commercially focused professional, who can think outside of the box to formulate and lead a team toward exceptional market leading results, for our company and our clients.

With exceptional proven strategic sales and leadership skills that match the ethos, values and 'people specification' of our business, this leader will have proven strategic sales and conversion skills brought from extensive experience in a major B2B agency. This individual will bring a competitive edge, clientele, and a fresh outlook on the market to drive their team of Sales, Business Development and Customer Service specialists to new heights, every day.

We need someone who revels in the challenge and diversity of the agency environment as well as being passionate about our client base and the results that can be achieved from it - someone who can tactically, effectively and efficiently drive real and continued change and financial results in a timely fashion; doing their part to drive our top line, our people and our clients toward new creative opportunities with fitting processes and associated fees - we need someone who can, with the rest of our amazing team, always taking our entire business to the next phase of its development.

### Reporting Lines:

Reporting to: The Company's Shareholders and Directors, via the Managing Director

### Responsible For:

All Sales, Retention and Business Development within the business.

### Culture:

- To be a senior figure of authority and a guiding lead in the positive promotion, support, performance and motivation toward the achievement of the company's vision, mission and its wider business plan
- To uphold the company's values and working ethos by ensuring all of your own, and your teams' actions mirror these
- To ensure our four service objectives are met at every step for every project and client, leading your team toward the same level of focused delivery
- To recruit, motivate and develop a team who are motivated and fit to deliver results within our cultural environment
- To ensure that your team match the 'elements' we expect from 'our people' whilst guaranteeing they are connected, motivated, informed, communicated with and a critical part of their company's future
- To do all within your remit to guarantee the company's, your team and your peoples' success



## Job Description continued...

### Culture:

- Aid the business and its people in achieving all of its 'key moments' in time and within budget
- Work with our supply chain as if they were part of our own business
- Pro-actively nurture and develop our client base in line with the company's business plan
- Support and advise the Company's Directors and its Shareholders in their decision-making process, positively promoting and communicating these decisions amongst your team, your peers and the wider staff and our stakeholders at large

### Strategic Retention, Development and Sales for the Company::

- To lead, propose, develop, implement, and manage the strategic delivery of the company's Sales plan with all means necessary to effectively match the business' revenue, expenditure, and growth forecasts, plans and its wider ambitions.
- To set the standard and be the point of absolute authority, the company's ambassador and a quality 'check-point' for all sales and business development work developed by, for and on behalf of the company and its clients.
- On the foundation of data and analytics, guarantee that the last two points remain continual, adaptive and focused on delivering on time, track and budget

### Budget, Revenue, Expenditure and Resource:

- To develop, uphold, manage, monitor, adapt, report-upon and hold responsibility for the company's revenue, sales and retention budget and activities within the business which relate to and are relevant to your area of responsibility and associated client project
- To tactically utilise the tools, resource, and relationships at your disposal to achieve the revenue and margin targets for your department
- To write, develop and pro-actively contribute toward the financial planning (annual and forecasted financial models) of the business and your department.
- To manage and promote the effective use of the company's resources, pro-actively identifying efficiencies, improvements

### People

- To undertake, uphold and deliver against the company's structured and regular performance development review processes, effectively utilising the systems in place at that time and utilising them accordingly for your team and the company's benefit



# Job Description continued...

## People

- Ensure continuity and regularity of meetings and whilst being a conduit of information to your team and vice-versa
- Pro-actively manage, govern, motivate, develop, communicate, support and drive your team to deliver against the business' mission, vision, values, ethos and its annual and on-going business plan
- Assess and provide relevant and proven opportunities for your people, that support them and the business' overall productivity and cultural development
- Effectively monitor individuals' workload, project assignments, billable hours and in line with budget, pro-actively propose, adapt, change and mould your developing team to suit the structured and changing requirements of the business and its clients
- Directly manage, approve and balance annual leave, staff benefits and requests across your team that both support the business and your people, at work and at home
- To be pro-active and undertake the end-to-end process of the recruitment of value, ethos and result matching individuals to join your team and our business
- To oversee and uphold formal performance, gross-misconduct, grievance and disciplinary hearings with support from the company's legal council (as is required)

## Operational

- Be the 'Senior Lead' on all sales and business development initiatives; delegating responsibility to your team accordingly
- Pro-actively lead, change and develop the way your team, our system and our business works for the benefit of our results, our people and our clients
- Sit on the Senior Management Team and provide support, advice, open communication and pro-active insights to drive positive change
- Provide a critical oversight on all projects within your remit, along with those which overlap into your area, working with your fellow peers to deliver these effectively, on time, and on budget
- To aid in the positive promotion of the company, be pro-active in the determination of opportunities, scope and placement of projects outside of your remit, in order to capitalise on them for the company's benefit
- Undertake regular statistical (digital and off-line) market analysis to aid the shareholders in their decision-making processes, whilst also informing your departments' and our clients'
- To respond immediately and produce all quotations within the timeframes, as set by the company of any enquiry; being responsible for the agreement, contracting and SLA's associated with any and all new business within your area



## Job Description continued...

### Operational

- Undertake to build the company's data across all pillars and our tactical use of this to meet the company's objectives and enhance our delivery to our clients

### Essential Criteria

- No less than 5 years multi-million-pound annual sales conversion in an agency environment
- Knowledge of the B2B Events and MarComms Industry
- Guided and represented well-known brands and clients in the formation of leading campaigns
- Firm Account Management Skills with clients willing to follow to new role
- Credibility with technology, defence, leisure and hospitality sectors and clients, with reach to others if needed.
- No less than 5 year's experience of managing a successful and driven sales team
- Ability to Drive and Travel
- Ability to sell softly, and creatively - we do not 'hard sell'.

Thank you for your interest in Associate Events, we hope to meet you soon...

