Event Appearances Manager

Based: Central London

Reports to: Head of Events Appearaces

About the group...

A leading management and professional services company based out of the UK and US, YMU provides a portfolio of services to a wide range of clients consisting of leaders in entertainment, film, music, radio, television and sport, including athletes, authors, digital influencers, media rights holders, musicians, producers, TV personalities and voiceover artists.

About the job...

Reporting to the Head of Event Appearances, in YMU's Head office in Great Portland Street (Oxford Circus), the 'Event Appearances Manager' is responsible for sourcing, brokering and developing strategic event appearance partnerships with leading brands, events agencies and corporate companies.

The primary goal being to help our clients materially grow their income from event appearances and proactively secure deals that wouldn't exist otherwise.

Key Responsibilities...

- To identify, source, broker and develop event appearance opportunities for YMU's portfolio of clients
- Create tailored sales presentations to take to market for 'under focus' clients and selling the YMU event appearance roster in parallels, for example, International Women's Day, Diversity & Inclusion, Comedy, and upcoming major sporting events
- Proactively source multi-talent event appearances
- Develop new prospects to build a sustained, lucrative pipeline of opportunities
- Regularly update the wider Event Appearances team on progress, pipeline of prospects and any market feedback
- Research the market proactively to ensure we continue to identify event opportunities around our clients, that deliver against their strategic objectives
- Attend event appearances (where necessary) once deals are struck, to strengthen relationships with existing partners, ensure successful delivery and growth of relationships, and to upsell new ideas and drive repeat business

- Utilise the commercial CRM system (Salesforce) and work closely and collaboratively with colleagues within wider commercial team to best leverage our wider contacts network, and work together to maximise our collective influence with key decision makers — attending weekly sales meetings
- Develop creative initiatives and new ways of selling to brands, corporates and agencies, developing pitches and assets to deliver this, and sharing with the wider commercial team

About You...

- Experienced professional who enjoys working in a fast-paced commercial environment, with proven track record of reaching sales targets, pitching and securing lucrative and long-term deals. Preferably with experience of selling talent-based solutions.
- Excellent communication/presentation skills, as well as ability to build strong relationships quickly with external contacts, colleagues and clients
- Experience in bringing opportunities and concepts to life through high impactful presentations, as well as applying case studies, context and research to sale proposals
- Extensive network of senior decision maker contacts across events agencies, corporate companies and brands
- Highly organised, able to prioritise around areas of focus, develop a work schedule, monitor progress towards goals and track all prospects using the Salesforce CRM system
- Ability to anticipate, understand and respond to the needs of internal clients and external customers to meet or exceed their expectations
- A team player with a love of events and speaking engagements
- Seeking a long-term position

What we Offer...

We offer a wide variety of benefits including:

- Access to flexible working conditions - we believe with performance comes freedom
- Private medical and life Insurance after 12 months' service
- Enhanced parental leave
- Staff equality share and bonus scheme
- Perkbox employee benefit platform