

Job Title: Commercial Manager  
Department: Home Interest Division  
Report to: Commercial Director – Home Interest Division

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## About Us

Established in 2003, Media 10 is the most awarded media and events company in the UK, with a growing portfolio of 30 live events covering design, interiors, lifestyle and construction. As well as Media 10 being specialists in the events sector, the Company's creative flare produces well established publications and owns a series of award-winning magazines and websites.

We not only enjoy what we do, we love it! We are passionate about delivering the very best results in every aspect of our business and expect our team members to strive for the same

## The Brand

Born out of Britain's best loved and trusted home show brand, the Ideal Home Show at Christmas is firmly established as the biggest and busiest winter show in the live events calendar. This award-winning shopping event in London delivers an unparalleled audience of 70,000 + (ABC audited home interest consumers).

The annual home and gift event provides the ultimate shopping experience from decorations and hand-crafted gifts, Christmas puddings and festive fizz, to furniture and New Year Home Improvements – the show has it all. With over 500 exhibitors across 6 dedicated sections all under one roof; Christmas decorations, Christmas home and home accessories, pet pavilion, gifts, and the eat and drink festival; this is the biggest home show at Christmas.

## What is expected of you:

- Ensuring team and individual sales targets are achieved (stand revenue and digital)
- Managing weekly and monthly pipeline of sales leads, individually and your team
- Managing KPI's and monthly expectations, individual and team
- Floorplan management
- Developing and growing the existing client base and spend, whilst offering new client solutions
- Actively and intelligently seek new business opportunities
- Ensuring all new business is account managed correctly
- Ensuring the "quality of client" is kept at the highest achievable level and matched to all shows and products
- Managing clients before, during, and after the show(s)
- Communicating with senior management on forecasting and revenue
- Always represent Media 10 in a professional manner

## Internal relations

- Communicate with the whole team working in the portfolio; show management, stand sales, marketing, and features teams
- Liaise with the operations team ensuring the smooth running of the exhibition during build up, the event open times, and break down
- Communicate with credit control to ensure all contracts are fully paid prior to the event
- Communicate with the production team who will deliver the deals that you secure

## Administration

- Ensure accurate and responsible admin for all bookings
- Ensure that the in-house database and CRM is up to date with contacts and comments

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### **General**

- Support other team members as and when required and maintain a positive and enthusiastic attitude towards the role and the company.
- Engage fully in training and development and develop the other account managers in the team
- Be present at all Media 10 events that you work on, irrespective of the fact they overlap into a weekend

### **What you are good at**

- A professional networker
- A strategic and proactive thinker and planner
- Organised with an eye for detail
- Personable and approachable with the ability to build and maintain relationships
- Honesty and integrity

### **What we will do for you**

- Make you feel like part of a family
- Know your name – you're not just a number here
- Encourage you to develop your skills, strengths and career
- Recognise your contribution and hard work
- You will get to work on the best brands in the industry
- Make sure you're never bored
- Give you amazing company parties
- Create a fun, lively environment where you can enjoy your working day