

Title: Senior Account Manager  
Division: 100% Optical  
Reports to: Commercial Director – Optical

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## About us

Established in 2003, Media 10 is the most decorated media and events company in the UK and have 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 everything we do and expect our team members to have the same passion.

## The Brand

100% Optical is the UK's largest and only optical event in the UK. 100% Optical also hosts virtual events and monthly webinars. 100% Optical also sends twice weekly newsletters called Optical Insider and hosts an AI based news platform.

## What you will be expected to do

As Senior Account Manager, you'll be required to sell exhibition space to potential exhibitors over the phone and face to face at client meetings and industry events. This role has a high focus on new business generation and client management, offering fast career progression for the right person.

You will be a sharp, 'fearless', self-starter - motivated by individual targets and career progression. You must have persistence and resilience and above all a strong work ethic. You will have at least two years sales/exhibitions/media experience and must be able to demonstrate that you have hit and exceeded targets within that time.

The role is office based at our HQ in Loughton, Essex with a high focus on new business generation. When you are not selling space over the phone you will be out in the field, attending client meetings, canvassing new business at competitor events and of course being on-site for the duration of our shows.

- Ensure sales targets are achieved weekly/monthly/annually
- Ensure expected work rates are achieved consistently and lead from front to wider team
- Manage all accounts from rates, stand placement, partners, added value and problems
- Ensure the quality of exhibitor is kept at the highest achievable level
- Canvas, develop and grow your client base and spend
- Ensure all new business is followed up and turned into repeat business
- Liaise with your manager/director to ensure forward planning is accurate and relevant
- Represent the exhibition and Media 10 at all relevant exhibitions and events, in a smart, mature and productive manner
- Support other areas of the Media 10 portfolio, by assisting on other exhibitions and magazines when required
- Support other team members as and when required, and maintain at all times a professional, positive and enthusiastic attitude to the role, and the company
- Be prepared to travel to visit relevant national and international events
- Attend networking events including AGM's, factory tours, conferences, drinks receptions, awards evenings etc
- Gain a knowledge/understanding of all the relevant associations in your sector for credibility and commercial gain
- Support your manager and take responsibility for the management and development of your team in their absence
- Liaise with the operations team to ensure the floor plan is kept up to date and within regulations

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- Liaise with the operations team and all other relevant organisational personnel to ensure the smooth running of the exhibition during build up, whilst the exhibition is open and break down
- Have a creative input in to the show/feature/marketing design
- Efficiently and accurately run the stand space within your hall

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

- Experience in media sales and selling sponsorship packages/exhibition spaces.
- Stellar written, verbal, and communication skills.
- A knack for business development and client relationship management.
- Exceptional negotiation skills and the ability to thrive under pressure.
- Strategic thinking
- An energetic, proactive demeanour
- Ability to flourish both independently and within a team
- Entrepreneurial, acute business sense

#### **What we'll do for you**

- Make you feel like part of a family and know your name – you're not just a number here!
- Opportunity to earn uncapped OTE
- Encourage you to develop your skills, strengths and career
- Recognise your contribution and hard work
- Ensure you get to work on the best brands in the industry