

JOB DESCRIPTION

Job Title:	Delegate Relations Manager
Reporting to:	Commercial Relations Director
Department:	Commercial Department
Job Purpose Summary:	The Delegate Relations Manager is responsible for driving delegate attendance at AMBA & BGA events, including international conferences, roundtables, and workshops. Working closely with the marketing, events, and sponsorship teams to achieve ambitious sales targets. The role holder will ensure the successful promotion of AMBA & BGA's high-profile events and expand our global audience.
Key Responsibilities and Accountabilities:	<p>Sales Strategy & Target Achievement:</p> <ul style="list-style-type: none"> • Develop and implement delegate sales strategies to meet and exceed revenue and attendance targets for AMBA & BGA events. • Identify new business opportunities by sourcing potential delegates from AMBA & BGA's existing networks and beyond. • Conduct outbound sales calls, emails, and meetings to secure delegate bookings. • Negotiate and close delegate sales deals, ensuring profitability and a high conversion rate. • Maintain accurate and regularly update records and contacts within the organisation's CRM (Microsoft Dynamics) ensuring all data is handled in line with AMBA & BGA's GDPR & data protection policies. • Attend client events when required promoting AMBA & BGA events and providing a comprehensive report post-event • Maintain a current and accurate knowledge of competitor products, and handle objections, promote relevant AMBA & BGA benefits • Maintain an engaging and personal presence across professional social media channels such as LinkedIn. <p>Relationship Management:</p> <ul style="list-style-type: none"> • Build and maintain strong relationships with business school representatives.

	<ul style="list-style-type: none"> • Act as the first point of contact for prospective delegates, providing expert knowledge on event benefits and AMBA & BGA's value proposition aligned with each institution's unique challenges and objectives. • Manage client accounts and deliver exceptional service to enhance long-term relationships. <p>Collaboration & Coordination:</p> <ul style="list-style-type: none"> • Work closely with the marketing team to develop and execute targeted campaigns for delegate acquisition. • Collaborate with event planners and logistics teams to ensure delegate needs are met. • Coordinate with sponsorship and partnership teams to maximise cross-selling opportunities. <p>Market Research & Reporting:</p> <ul style="list-style-type: none"> • Monitor market trends and competitor activity to identify new opportunities for AMBA & BGA events. • Analyse sales data and generate regular reports on delegate sales performance and forecasts. • Provide feedback on event content, format, and delegate experience to improve future offerings.
<p>Qualifications, Skills and Experience:</p>	<ul style="list-style-type: none"> • A degree in business, marketing, sales, or a related field, or equivalent work experience. • Proven experience in business development, specifically in delegate or event sales, preferably within the education, professional development, or corporate event sector. • A strong track record of meeting and exceeding sales targets. • Excellent communication and negotiation skills with the ability to build rapport and influence at senior levels. • Strong organisational skills with the ability to manage multiple events and sales pipelines concurrently. • Ability to work independently and as part of a team in a fast-paced, results-driven environment. • Familiarity with CRM systems, data protection regulations and sales reporting tools.

	<ul style="list-style-type: none"> • Knowledge of the global higher education or MBA market is an advantage. • Experience working with international markets and diverse client bases is preferred.
Key Competencies:	<ul style="list-style-type: none"> • Commercially astute and a strategic thinker • An ability to naturally build rapport and excellent networker • A strong team player with a collaborative mindset • An international awareness and curiosity • Ability to at times work independently, taking ownership of sales initiatives • Willingness to work outside of core hours to meet requirements of role – when required • Tenacious and passionate • A natural curiosity and willingness to learn the Industry
Location:	<p>Hybrid – Currently 2 days minimum working at AMBA & BGA’s Office: 3 Dorset Rise in London. Travel to conferences as required.</p> <p>Please note, all applicants must have the legal right to work in the UK, as AMBA & BGA do not have a sponsorship licence.</p>
Hours of Work:	35 Hours Per Week
Salary & Benefits	<ul style="list-style-type: none"> • Competitive salary with performance-based commission structure. • Opportunity to work with a leading global organisation in business education. • Professional development and networking opportunities. • Travel opportunities to represent AMBA & BGA at global events.
Date Prepared:	October 2024

Please note that this job description does not form part of your employment contract. AMBA & BGA can modify your job duties or amend this job description at any time.