

# EVENT SALES MANAGER (AGENICES)

## WHO ARE INGENUITY?

A new business consultancy with a difference. We help agencies, Brands and Tech businesses start new relationships.

We've always been ahead of the curve in the new business space and have now created a lead generation model which is completely unique encompassing Events, Content, PR, Digital, Brand Partnerships, Insight and our Direct to Brand offering which includes the Agency Selection team.

We run over 22 events a year, where agencies and tech businesses find, meet and win new clients and brands find new agencies, technologies and brand partners.

For the past year all our events have been running virtually and in new formats that are continuously evolving how we can engage with agencies and brands. Check out our website to get a real sense of what we're all about and see which events we have coming up this year [www.ingenuitylondon.com](http://www.ingenuitylondon.com).

## YOUR MISSION

Drive agencies to attend Ingenuity Events, leading on outreach campaigns to build awareness and relationships.

### **The focus will be on:**

Coming up with innovative ways to attract agencies to Ingenuity events and building relationships with their New Business and Senior teams.

Get in touch with past event attendees and sell them into relevant events across the year, finding out what they need and how we can support them.

Team support and event day management support. This role reports into the Events Director and will also work with the support of our digital marketing and content team.

## ABOUT YOU

Proactive and articulate. You'll possess a can-do attitude, be very personable and ideally come with an understanding of marketing services and the creative agency landscape.

Ideal candidates will have some experience across any of the following roles; event sales or sponsorship, agency new business, new business consultancy, intermediary membership, partnerships or across relevant marketing publications. Knowledge is crucial to the role. You will need to have (or be passionate to find out):

A good understanding of marketing disciplines (Digital Marketing, Direct Marketing, PR etc)

A good knowledge of the agencies that specialise in different marketing disciplines



## THE ROLE: FINER DETAILS

In your role as Event Sales Manager you'll be able to prioritise whilst working in a fast-paced environment, managing multiple tasks.

Key parts of the role will include:

Excellent client facing manner and confidence to build high-level relationships with agency leaders.

Seamless events support pre, during and post event (attention to detail is imperative).

Ensuring agencies are kept updated and supported throughout the process once signed up.

Work closely with the insight team and marketing team to share intelligence and develop insight materials to further strengthen and improve events content.

Responsible for the ongoing development of our brand and agency data; adding and updating key contact information into our central CRM system, and ensuring the team are meeting data targets.

## LIFE AT INGENUITY

We are a friendly, open and approachable team. Providing a range of continually evolving internal initiatives to create a supportive and fun work environment is a priority. Highlights include...

Monthly **'Beers, Peers and Ideas' forum** focuses on learning from industry colleagues – both internal and external – helping everyone build their understanding of the broad and fast-moving marketing landscape.

A dedicated **Mental Health Team** shines a spotlight on mental health awareness. They are on hand to speak to with any concerns or just offer a friendly ear. They host regular sessions to provide support and educate the whole business. #

An ongoing **Women's empowerment programme called The Power Series**. We invite external speakers from all walks of life to address key topics with a focus on the experience of women and allyship.

Our **Diversity, Equity & Inclusion Network** covers a broad range of issues, focusing on driving real change within the business and considers how Ingenuity can affect positive change in the wider industry. You can read our statement below:

### **Ingenuity** (*in-ge-nu-ity*)

*(1) Noun the quality of being clever, original, and inventive*

Diversity is at the core of living up to the definition of our company name. At Ingenuity, taking strong and evolving action around diversity and inclusion is more than just a responsibility, it is an imperative. We are single minded about mandating diversity and cultivating inclusion within our business and industry. We have fully committed to normalising criticisms and feedback, inviting accountability, and proactively moving our feet in response. We seek to create a work place that celebrates and welcomes our differences, and we recognise our unique position within the industry to affect change. But, we acknowledge that this is not a stationary goal. For Ingenuity, there is always more to do.

Everything we do at Ingenuity is about **connection** which is why we also provide a variety of other opportunities to connect more informally as a company with **regular socials**, a **book club**, an **Ingenuity running club on Strava** and much more.

## SOUND LIKE YOU?

Please [click here](#) to apply if you think this could be the perfect next step in your career!

