

**Sales & Account Manager,
One Of A Kind**

Company Description

Rooted in our purpose to champion creativity, One Of A Kind brings together a community of like-minded individuals to exchange ideas, stories and objects through the culture of craft. Since 1975, One Of A Kind is best known for hosting Toronto's largest and best attended craft shows. Between our Spring and Winter events, we connect thousands of small businesses with 130, 000 visitors each year. From in person events to year-round digital products, One Of A Kind is invested in delivering meaningful experiences between makers and buyers so that so that shopping Canadian Made is simple yet impactful to the vitality of our local communities.

One Of A Kind is produced by Informa plc, a leading international events, intelligence and scholarly research group. Throughout Informa, in every market and operational divisions, we share the same purpose: to champion the specialist, connecting people with knowledge to help them learn more, know more and do more.

What We Offer

- To work for the largest publicly owned events business and take part in shaping *a rapidly evolving industry*
- A fast-paced work environment where you can contribute to the success of the small business community
- Hybrid working approach (a mix of remote and office working – Toronto; Currently remote working due to COVID-19)
- Best in industry benefits package
- Competitive bonus program
- Opportunity to collaborate with colleagues around the world
- 10 days paid time off (PTO), 8 personal days, 4 volunteering days, plus birthday PTO

- Competitive medical & health benefits, with comprehensive wellness coverage

- Ongoing professional development via free access to LinkedIn Learning

About the Role:

The One Of A Kind team is looking for an enthusiastic, relationship-focused, and commercially minded individual to join our team. As the **Sales and Account Manager**, you will be responsible for acquiring new customers and retaining existing customers for our full suite of One Of A Kind branded products (events, media, digital). By building strong rapport with potential and existing clients, you will evaluate how our business can better address client needs. Using this insight, you will collaborate with the sales team to maintain existing and to identify new revenue generating opportunities to deliver ongoing value for our clients, while ensuring business growth is achieved.

Who You Are:

As a sales professional, you have a proven track record of exceeding targets and embrace a tenacious can-do approach. You see the bigger picture and understand the importance of meeting wider strategic business objectives. You believe business growth can be accelerated when we bring to market client focused solutions based on clearly understanding customer needs. You are motivated to not only meet but exceed your sales targets and objectives. Lastly, you are a collaborator, and

together with the rest of the team, you are driven to deliver daily excellence on all things related to One Of A Kind.

What You Will Do:

Sales

Key results: As per sales strategy and timeline, turn prospect into leads, convert leads into customers, nurture customers into ambassadors with various One Of A Kind branded offerings

- Sell exhibition space and value-added products (media, digital and physical offerings) to existing and new vendors (creative entrepreneurs, small business owners, makers and creators) in order to deliver event sales targets
- Ability to understand, articulate and sell media inventory and products across our social channels and website to our vendor community
- Utilize various sales methods including phone consultation, face-to-face, automation, sales workflow, social selling to increase annual sales volume, ensure attainment of 100% of sales target.
- Must be creative in devising individual selling strategy to prospect, engage and retain your customers using various tools and platforms to best meet the needs and habits of our vendors
- Proactively create your own network to assist new and organic business development
- Continually seek the next opportunity to convert in your pipeline
- Actively work with the sales team on devising recruitment and retention strategy for all current and previously prospect and lapsed vendors
- Attend events (Informa, competitors) across Canada to generate leads, drive sales, maintain relationship, and increase industry knowledge (currently paused due to COVID-19)
- Prepare and carry out face to face meetings and presentations to secure vendor and/or partner involvement when necessary
- Keep up to date and practice all productivity standards and adhere to all selling best practices and standards on CRM, including inputting accurate and complete data; managing sales pipelines; achieving weekly sales goals and delivering on assigned budget
- Accurately report sales progress with weekly reports to ensure Sales Director can forecast revenue projections, and to report on budget accordingly
- Oversee the attainment of signed contracts and ensure that payments are made in full
- Act as one of show's spokesperson to promote the brand and our vendors when necessary
- Facilitate day-to-day administrative tasks
- Assist in the ongoing review of various and updates of vendor/exhibitor documentations and policies
- Contribute feedback and recommendations to improve the overall One Of A Kind experience
- Research and ideate on projects to drive and sustain brand growth while advancing company wide's Diversity, Inclusion and Sustainability initiatives
- Travel and weekend work required occasionally

Vendor Success

Key results: Maintain positive and meaningful connections with vendors to drive ongoing customer satisfaction while enabling business growth opportunities

- Act as lead point of contact for all One Of A Kind prospects and exhibitors between both the Spring and Winter events in order to address any and all of their questions and concerns
- Proactively monitor industry trends, competitive environment, climate, players and make recommendations regarding overall sales strategy
- Monitor vendor's adoption and development of best practices, constructively challenge them to improve their engagement with all OOAK related products
- Work onsite to deliver the One of a Kind Spring and Winter Shows; use this time to connect and engage with vendors to optimize quality of service and customer satisfaction
- Work with the Research and Insights department to administer vendor surveys year-round to take pulse check within the community, as well as to measure overall customer satisfaction
- Using insights, ideate and follow through on new sales initiatives to drive new business opportunities
- Participate in company training and best practice programs

Why You Would be A Good Fit:

- You have a college or university degree, or equivalent relevant experience
- You have at least three or more years of sales experience (previous work experience in exhibitions, B2C environments, and/or digital media industries, digital sales experience preferred)
- You have experience selling with video, telephone, social media and/or in-person techniques
- You have a proven record of negotiating and securing new business
- You are self-confident, professional, and always exercise good judgement and discretion
- You have excellent communication skills (verbal, written, listening)
- You love technology and can pick up learning new platforms and software easily
- You are an expert in Microsoft Office Suite (especially Excel) and have worked with CRMs like Salesforce, as well as project management software like Wrike
- You embrace best practices, and want to maintain key account management principles to maximize efficiency and profitability
- You have an interest in small and micro businesses, and are curious to learn more about its trends and stats
- You can be empathetic yet firm with challenging clients
- You love solving problems and you will always follow-through to ensure vendor success
- You enjoy working autonomously and as an active member of a team
- You can work under pressure, meet targets and strict deadlines
- You are comfortable working with ambiguity, and can remain agile to get the job done
- You are a pro when it comes to multi-tasking and can manage your time effectively
- You are motivated to contribute to the success of the company, and will go beyond a narrow definition of job responsibilities
- Bilingual in English and French is an asset

We believe strongly in the value of diversity and creating supportive, inclusive environments where our colleagues can succeed. As such, Informa is proud to be an Equal Opportunity Employer. We do not discriminate on the basis of race, color, ancestry, national origin, religion, or religious creed, mental or physical disability, medical condition, genetic information, sex (including pregnancy, childbirth, and related medical conditions), sexual orientation, gender identity, gender expression, age, marital status, military or veteran status, citizenship, or other protected characteristics under federal, state or local law.

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