

One Of A Kind Show Sales & Accounts Manager

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
- 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 Sales & Account Manager is to sell exhibit space and value add products to potential clients and to maintain existing and develop new customer relationships. The role is varied and extensive and the Sales and Accounts Manager must demonstrate strong consultative selling skills and high levels of customer service to ensure the image of the One Of A Kind brand is held in the highest regard by the community we service.

Key Responsibilities:

- Working alongside the One Of A Kind Sales team, the primary responsibility is to meet the defined sales budget. The team will be responsible for sales and account management of over 800+ accounts made up of artisans, makers, designers and micro business owners.
- Maintains regular contact with account base and increases revenue from positioning and demonstrating new and existing products, preparing appropriate proposals, and closing the sale.
- Prospect and quantify new clients using various method such as outreaching via social media (Instagram, TikTok), researching online directories, websites, establishing connections with organizations like craft councils, educational institutions, small business organizations, attending similar craft events (across the country) as well as visiting potential clients in person whenever possible.
- Have a clear understanding of the show and all the opportunities that there is to offer, work closely with the Sales Team to come up with various strategies (such as year-round content, in person presentation) to continuously bring new values to our customers.
- Ensures all clients' needs and expectations are met in a timely manner. In many cases, contact with clients are required all year.
- Identify and execute special sections and curated content opportunities on the show floor
- Work closely with the rest of the One Of A Kind team to contribute feedback and recommendations to improve the overall One Of A Kind experience
- Perform any other duties commensurate with the grade and level of responsibility.

Sales & Account Manager Skills

[Information Classification: General](#)



- Detail oriented and strong ability to accommodate and adjust to tight timelines
- Excellent communication, verbal, and articulation skills
- *Other:* Meeting Sales Goals, Negotiation, Account Management & Customer Service; Sales Planning, Building Relationships, Market Knowledge, Prospecting Skills, Negotiation, Self-Confidence, Product Knowledge, Presentation Skills, Client Relationships
- *Teamwork:* Works cooperatively with others in the accomplishment of joint tasks and common objectives. Contributes to a positive work environment, fosters collaboration, and provides a tangible contribution
- *Customer Focus:* dedicated to meeting and/or exceeding the expectations and requirements of internal and external customers
- *Communication:* Strong listening and interpersonal skills

Working Conditions

- Must be willing to attend related events; therefore, weekend and evening work will be required occasionally.
- Ability to workdays, evenings, weekend, and holidays when necessary
- Work will be conducted in an office setting with some work-from-home opportunity
- Will sit at a computer for moderate lengths of time

Job Specifications and Qualifications

- Previous Sales experience and/or similar role is a definite asset
- Ability to develop effective working relationships with staff, peers, and industry colleagues/contacts in a team environment
- Experience with and at ease with prospecting new business
- Knowledge in craft, retail, and small businesses is a definite asset
- Requires independent thinking and proven self-starter with sales lead experience
- Ability to multi-task and manage time effectively, with a keen attention to detail;
- Excellent interpersonal, customer service, communication and problem-solving skills are required
- Advanced skills with MS office: Outlook, Excel, Word and PowerPoint
- Experience with Salesforce is preferred

How to Apply

Please visit and submit your resume at: <https://jobs.smartrecruiters.com/InformaGroupPlc/743999981686611-sales-and-account-manager>