

The **acc** Liverpool Group

THE ACC LIVERPOOL GROUP

Job Description & Role Profile



Commercial

Account Manager - Hospitality

REPORTS TO: Head of Partnerships, Hospitality & Exhibition Sales

DIRECT REPORTS: N/A

(Dotted line monitoring of Account Executive (Partnerships, Hospitality & Exhibitions))

JOB PURPOSE

To drive premium hospitality sales at ACC Liverpool Group by developing new business, managing client accounts, and selling ad-hoc premium services.

This role supports revenue growth within the Partnerships, Hospitality and Exhibition Sales Team by meeting or exceeding premium sales targets.

MAIN DUTIES AND RESPONSIBILITIES

- Lead all premium sales activities, including identifying new memberships and managing ad-hoc bookings to maximise revenue.
- Be responsible for achieving premium product revenue targets by employing proactive sales techniques, conducting market research, and leveraging networking opportunities for lead generation.
- Provide dedicated account management to annual members, collaborating with in-house teams to deliver premium service propositions.

- Analyse trends for on-sale events and lead tactical adjustments to optimise bookings for all premium spaces.
- Develop revenue performance aligned with the Company's 5-Year Business Plan and annual Sales & Marketing Plans.
- Develop and take responsibility for additional revenue streams by targeting corporate and local clients for private hire bookings, increasing premium space utilisation.
- Contribute to the development of the annual sales strategy, incorporating market trends and the business environment, and lead quarterly meetings to present findings.
- Submit monthly reports to the Head of Partnerships, Hospitality & Exhibition Sales, detailing enquiries received, lost, and converted, as well as premium insights and sales performance against targets.
- Monitor and oversee the Account Executive (Hospitality, Partnerships & Exhibitions) to ensure excellent customer care, prompt responses to client feedback, and proper follow-up actions.
- Manage premium sales contracts, ensuring timely preparation, monitoring, and return of all client documentation.
- Maintain accurate and up-to-date client database records, as well as premium content for the M&S Bank Arena and Seat Unique websites.
- Assist in hosting evening and weekend showcase visits and serve as a visible representative of the venue's premium hospitality offering.
- Work closely with the marketing team to devise bespoke themed packages in line with event/act and implement effective campaigns, including social and email, promoting upcoming premium packages.
- Support the Commercial & Business Development Director and Head of Partnerships, Hospitality & Exhibition Sales in delivering partnership benefits, including those tied to M&S Bank's Arena Naming Rights and supplier agreements.
- Aid in the planning and execution of new commercial projects alongside senior leadership.

Establish and maintain a robust CRM process to foster strong client relationships, ensure efficient lead follow-ups, and provide consistent reporting of activity.

GENERAL

- To contribute to the success of our One Team culture to deliver our aims and objectives, maintaining a flexible and positive attitude.
- To adhere to The ACC Liverpool Group's Health and Safety policies and procedures and to observe a duty of care to all visitors, staff and contractors to ACC Liverpool.
- To undertake any other duty commensurate with this post as determined by your manager.
- This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.

- It is inevitable over time that the emphasis of this job will change, therefore this information will be periodically reviewed, revised and updated involving the post holder.

ROLE PROFILE

ATTRIBUTES	DESCRIPTION	ESSENTIAL/ DESIRABLE	HOW MEASURED
TRAINING & QUALIFICATIONS	Advanced understanding of the hospitality industry, specifically around sales and business development. Preferable degree in relevant field, or demonstrated experience in hospitality, sales or events	Essential	A and I
EXPERIENCE	Advanced experience of influencing decision makers, negotiating and presenting Advanced sales experience within the hospitality industry or similar sectors Highly developed marketing and creative skills Previous line management experience	Essential Essential Essential Desirable	A, I and P
SKILLS & KNOWLEDGE	Developed awareness of the wider hospitality sector in the region Highly developed time management skills Highly developed ability to prioritise workload Highly developed organisational skills Highly developed communication skills Highly developed IT skills	Desirable Essential Essential Essential Essential Essential	A, I and P
KEY ATTRIBUTES	Emotional intelligence, pragmatic, resilience Influencing, internal / external stakeholder management, confidence Excellent verbal and written communication Conflict resolution Innovation and creative	All Essential	A and I

Key for How Measured:

I - Interview

P - Presentation

A - Application

E - Exercise

T - Test

AC - Assessment Centre

CS - Case Study

Signed by Employee:

Date:

Signed by Line Manager _____

Date