

Conference & Event Sales at Fanisi HR Solutions

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Company: JobWebKenya

Location: Kenya

Category: business-and-financial-operations

Job Description

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Fanisi is a HR consulting and management company that guides enterprises in setting up management and development of their workforce. We support Small and Medium Enterprises to excel in improving the people component of their businesses and organizations by building human capital through developing employee related policies and practices, staff training and development, incentive programs, talent acquisition and retention.

Duties and Responsibilities:

Manage (and fill) the company events calendar and sales goals

Execute all aspects of the sales process; develop measurable sales goals and strategies to meet and exceed sales targets.

Promote the company's services to all potential clients

Build and maintain customer relationships

Serve as the company's primary point of contact for conferences and business events

Negotiate contracts and assist with accounts receivable

Develop promotional materials and sales campaigns to reach new customer segments

Participate in the development and execution of marketing plans and materials.

Liaise with the social media marketing teams to execute creative and engaging marketing campaigns

Establish and maintain effective working relationships with key stakeholders

Represent the company professionally at various industry events and tradeshow.

Required Specifications

Bachelor's degree in hospitality, marketing, or a related field preferred

Event planning experience preferred

3-5 years of sales/event experience in a convention center, conference hotel, top-level event management company, or international organization.

Ability to communicate clearly, concisely, and professionally, both written and orally, in English.

Certified Meeting Professional (CMP) designation preferred.

Ability to coordinate various stakeholder interests to deliver exceptional results

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