

Business Development Executive - Live Events & Exhibitions



Global Event Logistics (GEL) – Air Business

Hatfield | Hybrid – 3 days in the office | Permanent | 37.5 hours

You bring the ambition. We'll introduce you to the world of events ..

Since 1986, Air Business has provided international logistics solutions to some of the world's leading brands, supported by the strength and stability of our parent company, An Post.

Working within Air Business, the Global Event Logistics (GEL) division is a growing specialist business unit focussing on the events and exhibitions logistics industry.

We're now looking for an enthusiastic and ambitious Business Development Executive to join our growing team. This is a fantastic opportunity for someone at the start of their sales career to develop their skills, build strong client relationships and play an important role in the continued growth of GEL.

The role

Reporting to the Head of Strategic Partnerships, your focus will be winning new clients across the exhibitions and events sector. You'll research prospects, pick up the phone, start conversations, build relationships and develop opportunities into new business. This is a phone-first sales role, but you'll also have the opportunity to attend UK and international exhibitions, trade shows and networking events.

What you'll be doing

- Researching and identifying new business prospects
- Making outbound calls and speaking with key decision-makers
- Building and managing your own sales pipeline
- Using email, LinkedIn, networking and referrals to generate opportunities
- Qualifying leads and arranging meetings
- Preparing client proposals and pitches
- Working with Operations to develop the right logistics solutions
- Negotiating and closing new business
- Attending exhibitions, events and trade shows in the UK and internationally
- Helping shape the GEL new business sales process as the team grows

Business Development Executive - Live Events & Exhibitions

Skills & Experience

You may be early in your sales career, but you'll be ambitious, confident and motivated to succeed.

Ideally, you'll have:

- Some experience in sales, business development, account management or a customer-facing commercial role
- Confidence picking up the phone and approaching new people
- Strong communication and relationship-building skills
- Resilience and the ability to handle rejection
- Good organisation and CRM skills
- A proactive, commercially minded approach
- Willingness to travel to events and client meetings
- Experience within events, exhibitions or logistics would be an advantage, but it's not essential.

You'll receive hands-on mentoring from the Head of Strategic Partnerships, work closely with the GEL leadership team and have the opportunity to develop quickly as the division grows.

If you're looking for a sales role where you can build relationships, develop commercially, attend live events and make a real impact, we would like to hear from you!

For further information on this role, please contact:

Louise Greenwood, Air Business, HR Team
recruitment@airbusiness.com