

SALES MANAGER - EXHIBITIONS

JOB DESCRIPTION

Job Type: Full time (37.5 hours), Office Based

Location: Borough, SE1

ABOUT THE COMPANY

Akabo Media is a leading B2B publishing and events company serving the logistics, supply chain, transport, road user charging, robotics and automation sectors. Through its magazines, conferences, exhibitions, awards and research products, it connects senior decision-makers with high-value insight, peer learning and commercial opportunities across the UK and international markets.

ABOUT THE ROLE

As Sales Manager – Exhibitions, you will play a pivotal role in the success and growth of Akabo Media's expanding events portfolio.

You will lead by example, taking ownership of your own high-value sales targets while helping to shape campaign strategy, mentor junior colleagues, and improve deal conversion. You will be responsible for managing key accounts, securing strategic partnerships, and ensuring strong year-on-year performance across exhibition space and sponsorship revenues.

This is a senior execution role for someone with a deep understanding of exhibition sales mechanics and the drive to take commercial performance to the next level.

KEY RESPONSIBILITIES

- Deliver and exceed your own revenue target across multiple exhibitions
- Own the sales strategy for specific shows, in collaboration with the Head of Sales
- Lead pitch preparation and key account negotiations
- Develop compelling, insight-driven proposals tailored to client needs
- Contribute to pricing strategy and floorplan design
- Mentor Account Managers and guide best practices for pipeline discipline, rebooking, and CRM usage
- Identify upselling and cross-selling opportunities across the Akabo portfolio
- Maintain best-in-class forecasting accuracy and pipeline reporting

ABOUT YOU

- 5 -7 years exhibition sales experience
- Proven record of exceeding sales targets and managing key accounts
- Excellent commercial instincts and negotiation skills
- Comfortable closing large deals and building long-term client relationships
- Strategic thinker who understands sales as a performance system
- Strong knowledge of the B2B event cycle
- Highly proficient in CRM, Excel, and sales reporting

WHAT WE OFFER

- 20 days annual leave increasing to 25 days after one year's service.
- Paid birthday off and three paid days off over Christmas.
- Free Private Medical Insurance & gym membership discounts.
- Group Pension scheme.
- Free Employee Assistance Programme.
- Social & Company events.
- Modern office near London Bridge.
- Opportunity to travel within the UK & internationally (Miami, Brussels, Asia etc).
- Season Ticket Loan.
- Dress down Fridays.
- Training & development opportunities with money contributed towards personal development of your choice.

INTERESTED?

Please send your CV and covering letter to anneke.thomas@akabomedia.co.uk