



Role Profile

Job Title: Client Success Assistant Manager

Reporting to: Director of Operations

Contract period: January 2026 – December 2026

Job Purpose

To support the Exhibitor Operations Manager and Sales team in delivering a smooth, consistent, and reliable client experience across the exhibitor lifecycle, while owning and managing the day-to-day support function through Zendesk to ensure fast response times and exceptional service.

The job holder will also oversee client handovers from Sales once contracts are finalized in the CRM, to ensure that all information is accurate, complete, and prepared for seamless operational delivery.

Responsibilities

- Manage the exhibitor support function through Zendesk, ensuring timely responses and accurate query handling.
- Escalate risks, repetitive issues, or out-of-scope requests to the Operations Manager or Sales leadership.
- Monitor inbound exhibitor and prospect leads in Captello and support lead-handling workflows.
- Maintain accurate exhibitor records across CRM, MYS, Captello, and related systems.
- Maintain up-to-date exhibitor information across all systems and platforms.
- Conduct routine platform upkeep, checks, and workflow validation across exhibitor systems.
- Support fulfilment of exhibitor digital packages and coordinate with third-party suppliers.
- Provide onboarding and support for exhibitor-facing platforms including webinars, app functions, meeting tools, and lead capture systems.
- Work with the session scanning provider to ensure sponsor session leads are delivered.
- Support sales and marketing with structured exhibitor communication tasks.
- Collaborate with Marketing, Sales, and Operations to support exhibitor communication plans throughout the year.
- Run exhibitor training sessions and workshops to improve understanding of tools, platforms, timelines, and event processes.
- Deliver training sessions for exhibitors and internal teams on relevant systems and processes.
- Coordinate with Sales to ensure seamless handover of exhibitors, validating CRM accuracy and updating missing or inconsistent data.
- Write and maintain internal playbooks, SOPs, and guidance documents to ensure consistency across teams.
- Set up and maintain workflows and system configurations related to exhibitor onboarding, lifecycle tasks, and internal processes.
- Assist with tech and workflow testing as part of IBC's wider operational roadmap.
- Track and report on satisfaction, support performance, and lifecycle progression using Zendesk and other platforms.
- Monitor support trends, ticket volumes, and recurring issues to provide insights to Operations, Sales, and Marketing teams.
- Support data-driven decision making by creating and analysing system reports, query patterns, and platform usage.
- Work with the Exhibitor Operations Manager on continuous improvement initiatives, lifecycle optimisation, and operational readiness.
- Champion high-quality client experience across departments.

**Skills specification**

- Experience in client success, customer service, or exhibitor support within events, exhibitions, or a similar industry.
- Strong understanding of exhibitor lifecycles and common pain points in the events industry.
- Hands-on experience with CRM systems and support platforms such as Zendesk.
- Excellent communication and organisational skills.
- Ability to interpret data and turn insights into actions.
- Comfortable working cross-functionally with Sales, Marketing, Operations, and Product teams.
- Ability to write clear SOPs, playbooks, and guidance documents.
- Tech-savvy, process-driven, and confident managing multiple systems.

Person specification

- Calm under pressure with strong problem-solving skills.
- Detail-oriented with a bias for accuracy.
- Proactive, dependable, and solutions-focused.
- Comfortable enforcing process and maintaining high standards.
- Collaborative and confident partner to senior stakeholders.

Created: December 2025