



Role Profile

Job Title	Content Everywhere (CE) Sales Manager
Reporting to	SAM Team Manager
Contract	1 Year FTC/Permanent

Job Purpose

To deliver sustained double-digit annual revenue growth for Content Everywhere (CE) by driving new business, renewing and expanding existing customer revenues, and strengthening the CE value proposition.

The role will focus on priority vendor sectors including OTT & Streaming, Telecommunications, Cloud Services, and Cyber Security, while managing renewals from former CE customers and developing long-term growth within the CE community.

The role will collaborate with Sponsorship and New Business (Future Tech) Sales Managers to identify expansion opportunities, clearly differentiate offerings, and maximise ROI for prospective clients.

Responsibilities

To be responsible for researching, developing and converting a pipeline of new business prospects. This pipeline should focus on companies operating within and around OTT & Streaming Services, Telecommunications, Cloud Services, Cyber Security.

- Drive exhibition sales across Hall 5 (Content Everywhere), delivering renewal, expansion, and net-new revenue.
- Convert renewal revenue from previous and lapsed CE customers, and build a pipeline from historic and adjacent exhibitors.
- Identify, target, and convert “anchor” exhibitors from elsewhere in the show into CE to grow long-term revenues.
- Generate net-new exhibition revenue from priority sectors including Telecommunications, OTT, Streaming, Ad Tech, Gaming, esports, and XR (VR/AR/MR).
- Build and maintain a robust new business pipeline through market research, event attendance, and outbound prospecting.
- Develop and manage structured prospect lists within CRM, segmented by technology, sector, and region, with clear pipeline tracking and forecasting.
- Provide detailed weekly reporting on sales activity, pipeline, and revenue forecasts.
- Collaborate closely with Marketing, Operations, Finance, and Client Success teams to ensure accurate handover and delivery of all sales commitments.
- Work with the New Business Development and Marketing teams to identify key events, platforms, and channels where target companies are active.
- Contribute to the development of compelling CE product and value propositions that clearly demonstrate ROI to prospective customers.
- Identify and escalate sponsorship, content, and non-exhibition revenue opportunities to the Sponsorship and Non-Expo Sales teams.
- Promote the full IBC portfolio, including content sponsorship, IBC Connect, IBC Accelerators, and IBC365, to maximise revenue per customer.
- Partner with the Sponsorship Sales team to expand opportunities across all prospects and converted customers.
- Ensure effective communication and coordination with the wider Sales and Account Management teams on targets, prospects, and converted business.
- Continuously identify efficiencies and develop targeted plans to maximise coverage and conversion within priority growth areas.

Skills/competencies

- Exceptional sales presentation and communication skills
- Extensive experience in new business development



- Strong ability to pitch new concepts and articulate clear value propositions
- Proven commitment to high-quality customer care
- Excellent time management and organisational capabilities
- Skilled at working under pressure and prioritising critical tasks
- Strong IT proficiency, including hands-on experience with platforms such as Captello and Dynamics CRM
- Highly collaborative team player with cross-departmental experience
- Strong attention to detail
- 5+ years' experience in tech exhibition sales (preferred)
- Demonstrated success in relationship-based selling
- Willingness to travel globally with a proactive, results-driven mindset
- Ideally experienced in the Broadcast/Media Entertainment or related technology sectors
- Proven ability to analyse and respond to market dynamics

Person specification

- Strong relationship-building and negotiation skills, both internally and externally
- Empathetic and able to balance customer needs with colleagues' objectives
- Professional, confident, and an engaging communicator
- Customer-centric mindset with the ability to handle interactions calmly and professionally
- Willingness to travel globally, with a proactive, "get-the-job-done" attitude and flexibility to work extended hours when required
- Proven ability to build relationships at C-suite level across diverse cultures
- Genuine passion for sales and business growth
- Strong external and market orientation
- Demonstrated success in generating new business within international exhibition sales
- High-energy, self-motivated, and driven to achieve results

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