



Unit 5 Ashville Way, Wokingham, RG41 2PL



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CLIENT ACCOUNT MANAGER | EVENTS + PRODUCTION

OVERVIEW

Your primary responsibility is to provide exceptional event management and customer service to our clients. From initial enquiry to event delivery, you will oversee projects alongside our Technical Project Managers and Operations Team. Where appropriate, you will serve as the main point of contact for our clients, ensuring clear, regular communication and professionally addressing any concerns.

You will play a pivotal role in driving sales and identifying new growth opportunities within our target markets. Collaborating closely with the Sales Director, you will help implement strategies that keep us ahead of the competition. Your creativity and expertise will support the presentation of innovative proposals tailored to client needs.

As part of the sales process, you will coordinate sub-contractors, performers, and artists, and be responsible for gathering technical specifications, exploring upgrade options, and producing accurate quotations. You will also manage key documentation including contracts, purchase orders, invoices, and event schedules. You will liaise with the finance team to monitor payments and maintain accurate account status. Where required, you will attend and oversee events on-site, acting as the main client liaison, ensuring smooth execution and handling real-time issues professionally.

You will be responsible for obtaining post-event feedback, summarising client and crew feedback, budget performance, and operational insights to continuously improve our delivery standards and reporting back in the monthly Sales meetings. Use of CRM and project management tools is essential for maintaining detailed and up-to-date client records and ensuring accurate coordination across all teams.

POSITION WITHIN THE ORGANISATION

Reports to:	Sales Director
Responsible for:	Agencies, Key Client Accounts (as allocated by the Sales Director)
Budget responsibilities:	Client budgets
Line management:	None
Role Hours:	Monday – Friday, 40 hours, Office Based. Some on site work

HIGH FIVES (TOP PRIORITIES)

1. Client Account Management

Proactively manage your set of existing clients to deliver their events / projects ensuring high-quality execution in line with the sales process and exceeding client expectations.



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2. Client Satisfaction

Monitor client satisfaction, gathering feedback post-event and feed back to Sales Director.

3. New Business Client Account Management

Proactively seek new business opportunities and raise them at the monthly Sales Meeting or seperately with the Sales Director. Manage new business contacts from project concept to creation to ensure repeate business.

4. Research + Opportunities

Open communication with the Sales Director and wider team to identify opportunities for growth, upselling, and repeat business within Agencies, Corporate and other production idustruries, in line with the Sales Strategy.

5. Personal Development

Identify and engage with learning / training opportunities that will develop your skill set required for your role.

DUTIES AND KEY RESPONSIBILITIES

CLIENT ACCOUNT MANAGEMENT

- Build and maintain strong relationships with existing clients to encourage repeat business and account growth.
- Act as a key point of contact for assigned client accounts within the Events and Production divisions.
- Ensure clients receive a high level of service from enquiry through to completion.
- Arrange regular check-ins with key clients to maintain relationships and understand upcoming requirements.
- Gather client feedback following projects and report insights to the Sales Director.

PROJECT MANAGEMENT

- Manage client projects from enquiry to delivery, in collaboration with Technical Project Managers and Operations Teams
- Act as main point of contact for assigned clients, maintaining regular and proactive communication
- Organise sub-contractors, performers, and/or artists as per project requirements
- Obtain technical specifications from our Technical Project Managers and liaise with them to propose upgrade options and create accurate quotations
- Present creative ideas and tailored proposals to clients



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- Create and manage key documents: contracts, purchase orders, invoices, and schedules
- Liaise with Finance to ensure payment tracking and account status accuracy
- Where required, attend client events on-site, working with the onsite team, being the point of contact for the client and addressing issues in real time
- Ensure relevant information is shared with all internal teams including Production, Operations, and Warehouse
- Use CRM and project systems to maintain accurate client and project records
- To the best of your ability and in partnership with the wider team, ensure all projects comply with health & safety, legal, and sustainability standards. Identify event delivery risks and establish contingency plans

NEW BUSINESS DEVELOPMENT

- Ahead of each monthly Sales meeting, prepare and present your current sales pipeline and any identified opportunities. This is also a moment to provide client feedback or raise any internal problems to solve with the wider team.
- Develop new relationships through networking and business development activities
- Contribute to sales strategy discussions and growth opportunity identification

PERSONAL DEVELOPMENT

- Proactively keep up to date with event trends, attend relevant networking events or expo's and highlight any training opportunities to the Sales Director that will help you succeed and progress within your role and beyond.

GOALS AND TARGETS

Will be set annually as part of your employee performance review. Typical KPI's may include:

- Client satisfaction and Net Promoter Score (NPS)
- Repeat business and retention rate
- Sales revenue growth from managed accounts
- Accuracy and timeliness of project documentation
- On-site event execution quality

The above is not an exhaustive list, and you may be required to undertake other duties required by the businesses. Job descriptions and roles will be reviewed annually by the Company Directors as part of our employee performance review process.