



Unit 5 Ashville Way, Wokingham, RG41 2PL



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# CLIENT ACCOUNT MANAGER | HIRE

## OVERVIEW

The Client Account Manager – Hire role is responsible for developing and managing client relationships within the YES Hire division, ensuring a high standard of service and supporting the growth of the hire business.

Working closely with the Hire Manager, the role will focus on developing existing client accounts, supporting hire enquiries from initial enquiry through to completion, and identifying opportunities to grow revenue through proactive account management.

You will oversee hire enquiries from initial enquiry to the return of goods and receiving customer feedback. Duties may include research, product training and planning and advising clients on suitable product alternatives.

The role also includes an element of business development responsibility within key sectors identified by the business, including (but not limited to) Theatre, Touring and Film & TV. The Client Account Manager will be expected to build relationships within these sectors, identify new opportunities and support the wider sales strategy.

This role plays an important part in ensuring hire clients receive a seamless experience while contributing to the growth and market presence of the YES Hire division

## POSITION WITHIN THE ORGANISATION

Reports to: Hire Manager

Responsible for: Client accounts within the Hire division

Budget responsibilities: Client budgets

Line management: None

Required Hours: Full Time, Monday – Friday, 40 hours per week. Office based role.

## HIGH FIVES (Top Priorities)

### 1. Client Account Management

Develop and manage relationships with existing hire clients, ensuring excellent customer service, repeat business and growth in account value.

### 2. Hire Enquiry Management

Handle hire enquiries efficiently and professionally, ensuring accurate quotations, timely follow-up and successful project delivery.



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### **3. Sector Business Development**

Proactively develop new opportunities within identified sectors including Theatre, Touring and Film & TV, supporting the company's wider sales strategy.

### **4. Operational Alignment**

Work closely with the Hire Manager, warehouse and operations teams to ensure hire projects are delivered smoothly and efficiently.

### **5. Personal Development**

Continuously build product knowledge, industry awareness and client management skills to support the growth of the hire department.

## **DUTIES AND KEY RESPONSIBILITIES**

### **CLIENT ACCOUNT MANAGEMENT**

- Build and maintain strong relationships with existing hire clients to encourage repeat business and account growth.
- Act as a key point of contact for assigned client accounts within the hire division.
- Ensure clients receive a high level of service from enquiry through to completion of the hire.
- Proactively identify opportunities to increase the value and frequency of client bookings.
- Arrange regular check-ins with key clients to maintain relationships and understand upcoming requirements.
- Gather client feedback following projects and report insights to the Hire Manager.

### **HIRE ENQUIRY MANAGEMENT**

- Handle inbound hire enquiries in line with the company hire sales process.
- Record client transaction details accurately within HireHop or the relevant CRM system.
- Prepare accurate and timely quotations based on client requirements.
- Follow up on quotations and confirm bookings in line with the sales process.
- Work with finance to support the timely payment of invoices in line with agreed client terms.
- Liaise with the Hire Manager, Project Managers and warehouse team regarding equipment availability, shortages and cross-rental requirements where necessary.
- Ensure all hires are processed efficiently from enquiry through to the return of equipment.



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- Assist in resolving client queries relating to hire orders, equipment availability or logistics.
- Assist with coordination of cross-rental equipment where required.
- Maintain up to date product knowledge of production equipment suppliers and specifications

## **BUSINESS DEVELOPMENT**

- Support the development of new business opportunities within the Theatre, Touring and Film & TV sectors (or other sectors as directed by the Sales Director & Hire Manager).
- Build relationships with production managers, venues, touring companies and relevant industry contacts.
- Identify and pursue new client opportunities within the identified sectors.
- Work closely with the Hire Manager and Sales Director to align new business activity with the company's wider sales strategy.
- As directed by the Hire Manager, attend industry events, networking opportunities or site visits where appropriate to develop new relationships.

## **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 agreed annually as part of your performance review. Typical KPIs may include:

- Hire revenue in line with financial targets
- Growth of revenue within assigned hire accounts
- Client satisfaction and repeat booking rates
- New business opportunities generated within identified sectors
- Conversion of hire enquiries into confirmed bookings
- Accuracy and efficiency of quotation and booking processes

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.