



Tradestand Manager

Reports to: Head of Shows

Hours: 35 hours per week. Monday to Friday. Some evening and weekend work is required during Shows.

Contract: Permanent

Salary: £25k - £29k depending on experience

Location: Three Counties Showground, Malvern, Worcestershire

Three Counties are seeking a driven individual with excellent interpersonal skills, problem solving capabilities and communication skills with a love of outdoor events to join our team as Tradestand Manager.

You will play an important role in supporting the Head of Shows in the creation and delivery of a high profile shows programme. The three nationally recognised events organised by the Society are RHS Malvern Spring Festival, Royal Three Counties Show and Malvern Autumn Show which attract a combined audience of 265,000 visitors each year. As part of the commercial remit, tradestand space is sold to around 500 exhibitors at each of these events.

Key Responsibilities

The Tradestand Manager will manage all trade exhibitor bookings at events organised by Three Counties.

Duties will include:

- Set up requirements on 'Showing Scene' – a show management platform to manage and confirm bookings and raise invoices.
- Liaise with exhibitors by email and phone dealing with any enquiries and bookings.
- Monitor sales of tradestands and ensure quality and financial targets are reached.
- Ensure exhibitors receive appropriate information regarding their booking in a timely manner and in accordance with the agreed timeline.
- Allocate suitable stand space to exhibitors within the show site and mark out pitches prior to the event.
- Work with the Accounts Team to correct any exhibitor account issues and manage debtors.
- Work with the Show Leads and Head of Operations to ensure the CAD plan is updated and reflects changes in layout around the show.
- Participate in post-show evaluation meetings and reviews in order to make recommendations to the Head of Shows and Show Leads
- Attend external events to gain new contacts and promote Three Counties Showground locally, regionally and nationally wherever possible.

At shows:

Manning the Show Information Office for the duration of each event, to include dealing with visitor and exhibitor enquiries, account issues and ticket allocation. Managing and organising the tradestand judging team and tradestand feedback visit meetings.

Person Specification

- A proven track record of handling multiple projects at one time and being able to work calmly under pressure.
- An excellent eye for detail along with strong written and verbal communication skills.
- Good IT skills. Proficient in the use of Microsoft Office and Outlook and familiarity with sales systems. CAD an advantage but not essential.
- Excellent customer service skills.
- Confident telephone manner.

To apply please send your cover letter and CV to: jane.edwards@threecounties.co.uk

If you would like to discuss the role or your application, you can call Jane on 01684 584938