The Institution of Engineering and Technology

Creating a world of better opportunities

Job description

AV Sales Manager

IET London: Savoy Place

Permanent

Grade 9

Full Time – 42.5 Hours per Week

Reports to: AV Department Manager

Where the role fits

IET Venues is part of the Operations Team, that is responsible for the operational delivery of all products and services. Centrally located in London, IET London: Savoy Place offers state-of-the-art AV facilities across 23 versatile event spaces including lecture theatres and a spectacular roof terrace. Rooms can be hired for meetings, conferences, training sessions, awards dinners, corporate receptions, exhibitions, fashion shows, product launches, AGMs and more.

The Venue also provides services to our Engineering and Technology membership base who use the Venue for meetings, networking and research, visiting our Faraday Centre and accessing our library and archive information services.

The Operations team are responsible for driving continuous improvement of processes, workflows, solutions and services, making use of advances in technology, whilst effectively managing outsourced services, to deliver efficient and effective continuous process improvements that minimises cost and risk to the IET as a whole.

Purpose of the role

The AV Sales Manager is responsible for selling AV packages and solutions to meet the needs of internal and external clients, while supporting the AV Department Manager in overseeing a team of AV Technicians. The role involves providing expert advice on audio, visual, lighting, video conferencing, IPTV, hybrid events, filming, and streaming services across the venue's lecture theatres and meeting rooms. Responsibilities include client liaison, site visits, creating quotations, and offering guidance on equipment alongside managing AV stock (in conjunction with the AV Floor Manager), coordinating signage, and ensuring profitable AV operations.

With the role requiring close collaboration with across a number of internal teams (including AV, IT, Sales, and IET.tv) to promote AV services, meet client objectives, and drive sales, the role requires excellent communication skills with the ability to translate client requirements into event deliverables, ensuring seamless event delivery and maximising the profitability of AV services.

Our leadership charter

Leadership is important. It helps create the culture that we need to be a success – as individuals, as teams and as an organisation. As part of our framework, we have four behaviours we specifically look for in our leaders:

- **Shares vision** – by setting a clear shared vision of success for the organisation
- **Sparks engagement** – by empowering, inspiring, and developing people
- **Skilfully executes** – by setting stretching performance expectations, reviewing progress, and holding people to account to deliver planned outcomes
- **Sustains progress** – by recognising achievement and encouraging continuous improvement and experimentation

Our five behaviours

Created by our people – for our people; our behaviours underpin much of what we do and reinforce the type of organisation we want to be. They're an integral part of how our performance is managed and how we recognise great work, and map across our learning and development offering too.

You will seek to bring our behaviours to life in all that you do:

- **Include everyone**
- **Do your very best**
- **Take full ownership**
- **Work well with others**
- **Openly communicate**

Main duties and responsibilities (not necessarily in priority order)

- Oversee, achieve, and deliver AV sales budgets/targets, including packages, buyouts and equipment, ensuring profitability and targets are met and that services meet client expectations at IET London: Savoy Place, alongside actively promote IET.tv services where appropriate
- Manage the end-to-end sales and delivery of B-Matrix solutions, from generating revenue opportunities through to the physical setup, onsite management, and derig of branding and rigging installations.
- Deliver the departmental KPI's
- Ensure external production company buyout fees are charged according to our terms & conditions
- To meet face to face and communicate via phone, email and VC calls with potential and existing clients and agencies to persuade in selecting IET London: Savoy Place as their Venue.
- Collaborate with clients and M&E coordinator team to offer tailored AV solutions and upsell services.
- Liaise with clients and suppliers for physical branding and set-build requirements.
- To provide measurements of venue spaces, walls and lectern branding areas to external branding companies to allow them to produce proposals for clients physical branding and set build needs.
- To provide fully comprehensive AV quotes, including costs and detailed equipment information according to client and event requirements.
- Ensure AV quotes, packages and tariffs are competitive and accurately reflect client needs.
- Book additional AV equipment hires as required, ensuring all assets are accounted for.
- Ensure client Non-Disclosure Agreements are fully observed and enacted.
- Attend industry events to network, research, and introduce new AV technologies.
- Monitor competitor analysis and continuously improve service standards based on client feedback.
- Provide excellent customer service, resolving queries and ensuring timely invoicing for services. Achieve 90% NPS scores for AV
- Support the AV Department Manager, and Floor Manager with managing the AV Technicians when required, ensuring team development and operational efficiency.
- Ensure all health and safety regulations are followed by both internal colleagues and external contractors.
- Walk the building daily to check the AV packages are installed correctly to meet client expectations as sold
- Act as fire warden and first aider, ensuring the security and safety of staff, contractors, and clients.
- Work collaboratively with the AV Team and IET.tv, Operations, , Meetings and Event Coordinators, Catering, Concierge, Building Services Manager, IT and Head of Venues
- Attend and actively contribute at weekly sheets & operations meetings and highlight AV for each event, notifying any challenges foreseen
- To assist the AV Department Manager and deputise in their absence by actively contributing to senior management and venue meetings (including revenue forecast for quarter, large events, and social media), supporting rota and weeksheet planning, conducting recruitment interviews, overseeing training and performance reviews, managing departmental lieu time, promoting team wellbeing, and completing administrative tasks such as raising purchase orders.
- Any other duties as are reasonable as per the skill and experience of the post-holder.

The following generic responsibilities would also apply to the role. Specific responsibilities will vary depending on the department and level of seniority.

- **Deliver operational excellence:** You'll be responsible for the efficient and effective execution of day-to-day tasks and projects, ensuring they align with organisational goals.
- **Collaborate for success:** You'll work closely with colleagues across departments, fostering open communication and a collaborative environment to achieve shared objectives.
- **Support continuous improvement:** You'll actively participate in identifying areas for improvement and implementing solutions to enhance efficiency and effectiveness within your area.
- **Develop and motivate teams:** For manager roles, you'll be responsible for coaching, motivating, and facilitating the learning and development your team to achieve their full potential, fostering a positive and inclusive work environment.
- **Enhance team strengths:** You'll support your team in understanding and using their individual strengths to improve productivity and engagement, ensuring everyone can contribute effectively.

Skills and experience required

- Previous experience in an AV sales role within a live event venue, ideally catering to 500 delegates in tiered theatres and large event spaces, alongside experience managing AV for live events including audio, video, lighting and staging.

- Proven ability to sell AV technologies and services for large-scale conferences and events, including hybrid setups.
- Strong customer service skills with the ability to engage confidently at various levels.
- Ability to maintain a calm and professional approach in high-pressure situations, effectively managing priorities and delivering high-quality service within available resources.
- Strong communication and stakeholder management skills, with the ability to build effective relationships across operational, technical and customer-facing teams.
- Operational knowledge of AV hardware and conference call/video systems (including Zoom, Teams, and Logitech Rally).
- Familiarity with video, filming, streaming technologies, including TriCaster and Analogue Way systems.
- Understanding of LAN networks, IT connectivity, VPN, and Wi-Fi setups.
- Knowledge of digital signage systems, IPTV, and room control systems including Q-SYS
- Strong administration skills with the ability to handle multiple tasks and priorities.
- Experience managing staff, coordinating teams, and working within a management team.
- Flexible approach to working hours, including evenings, weekends, and on-call duties.
- Understanding of Health and Safety regulations, risk assessments, and permits to work.
- Experience with using a Resource Management System

The following generic skills and experiences would also apply to the role. Specific requirements may vary depending on the department and level of seniority.

- **Leadership and motivation:** Where required, experience in a role is demonstrating strong leadership, motivational abilities, and the ability to delegate effectively.
- **Collaborative communication:** You'll possess excellent written and verbal communication skills with a focus on active listening, clear communication, and building strong relationships with colleagues.
- **Strong organisational and time management:** You'll demonstrate excellent organisational skills with the ability to prioritise effectively, manage your workload to meet deadlines consistently, and ensure project deliverables are achieved on time and within budget.
- **Technical and operational expertise:** You'll possess a strong understanding of the relevant technical or operational area, coupled with a strategic mindset and problem-solving skills to identify and implement solutions to ensure smooth delivery.
- **Teamwork and independent work:** You'll be a strong team player with the ability to work independently and take initiative when required.
- **Promoting a positive and inclusive work environment:** You'll be passionate about creating a positive and inclusive work environment where diversity is celebrated, teamwork is valued, and collaboration thrives.
- **Proficiency in IT tools:** You'll be proficient in Microsoft Office applications and demonstrate a willingness to learn and use any applicable support systems, including CRMs and databases.

Document control

Authorised by	*Job Title*	*Date*
Sean Spencer	Head of Venues & Facilities	0*7/2026*
Helen Thompson	HT Strategic People Partner	09/ 2024

This job description is not intended to include specific tasks, temporary activities or projects but aims to describe the overall purpose and outputs for the role and may be subject to change. Using this role profile, specific success objectives will be part of the ongoing performance conversations with your manager throughout the year.

It's the expectation that you will understand and keep up-to-date with all IET mandatory policies and appropriate training, including data protection and data handing, as well as current Health and Safety policies.