

# Senior Sales Executive (TRACE)

## About isla

isla is operating at the intersection of technology and innovation and is on a mission to sustainably redefine the event landscape.

With cutting-edge platforms, data-led insights, a global community and visionary solutions, we can deliver on our ambition to deliver actionable solutions which fund the climate transition of the event sector, empowering the industry to act collectively for a regenerative future for all.

## Overview

In this role, you'll act as a key member of the Sales Team, focused on driving sales for TRACE, the event industry's most well known and loved carbon measurement platform.

You'll play an essential role in nurturing inbound sales inquiries, converting leads into TRACE licences and managing TRACE renewals, supporting revenue generation for our fast growing and purpose-led organisation

As a successfully growing business, team members have opportunities for rapid professional development. We're seeking a candidate to join the team who works effectively and ambitiously, primed to help us grow, and where they can do the same.

This role reports to the **Business Development Director**

## Overview of responsibilities

### KEY RESPONSIBILITIES

- Convert leads into TRACE licences, leveraging existing pipelines.
- Manage TRACE renewals, meeting target renewal rates.
- Generate new leads, proactively identify and pursue opportunities for TRACE licences.
- Develop strategies to expand the lead pool, ensuring a consistent pipeline for future conversions.

## OTHER RESPONSIBILITIES

- Actively participate in industry-related events, conferences, and trade shows to represent isla and explore collaboration opportunities.
- Conduct engaging demos and meetings with prospective clients, understanding their needs, and presenting TRACE products and services.
- Manage the TRACE Sales Pipeline in HubSpot.
- Develop and execute contact strategies in partnership with the marketing team to support revenue targets.
- Contribute to business development by identifying opportunities for service or product improvement.
- Produce regular sales reports.
- Establish and maintain a sales handbook for new team members.

## Requirements to succeed in this role

### KNOWLEDGE & EXPERIENCE

At least two years prior sales experience is required, preferably in SaaS or event tech.

Experience with HubSpot is highly desirable, or other similar CRM.

Familiarity with event industry segmentation and stakeholder needs is advantageous but not essential. Experience with SaaS products and/or the events industry is also beneficial.

### SKILLS & CHARACTERISTICS

- Excellent at building and nurturing relationships.
- Highly organised and target-oriented.
- Comfortable working with numbers and data.
- Understanding of climate issues and a willingness to learn more.
- Strong communication skills – active listener and confident speaker.
- Conscientious, enjoys working autonomously as well as in a team.
- Proactive, solution-oriented, and embraces challenges.
- Agnostic thinker, analytical and considered in the approach
- Confident to both take strides to solve a problem, and to ask for support.

## Further details

- Salary:** £28K pa + bonus after monthly target + % commission after OTE
- Position:** Full time
- Start Date:** Immediately
- Probation:** 3 months  
Following probation, 2 month notice period
- Holiday:** 33 flexible days (including bank holidays) plus 4 fixed days
- Location:** We are a hybrid team, and regular travel to London is expected for in-person meetings and working days. We're open to discussing flexible working arrangements.

## Recruiting Diversely

We are actively recruiting from all communities for this role, and building towards an inclusive culture. We aim to serve the needs of our staff within a supportive, respectful and just culture.

We welcome applicants from all backgrounds and encourage anyone who believes this role would suit them to apply as their authentic selves without fear of prejudice.

## To Apply

Please email [jobs@weareisla.co.uk](mailto:jobs@weareisla.co.uk) with your CV and a short note\* to introduce yourself and tell us what excites you about this role. The role will remain open until Monday 19th February, or the right candidate has been found.

\*We're happy to receive video, audio or written notes with your CV. For audio or video, please keep these to a max of two minutes.