



Job Title	<b>Hospitality Sales Manager</b>
Reporting to	<b>Head of Venue</b>
Department	<b>Hospitality Sales</b>
Location	<b>The Hawthorns (Stadium), West Bromwich, B71 4LF</b>
Main Purpose	<p>To achieve and exceed sales targets through the active selling of seasonal hospitality, match by match hospitality and club special events with account management responsibilities.</p> <p>To source and build new client relationships and further develop existing relationships to maximise the commercial opportunities for the club and to increase the propensity for continued affiliation with the commercial division of the football club.</p> <p>The role is also a key ambassadorial role of the football club.</p>
Salary	<b>£30,000 per annum</b>
Working Hours	<b>37.5 hours per week (Monday to Friday)</b>  Matchday attendance required (Time in lieu received for additional hours)
Closing Date & Interviews	<b>31<sup>st</sup> March 2021</b>

**For further information or to apply for this post please send your CV and cover letter to (Craig Simmonds, Head of Venue) via email: [vacancies@wbafc.co.uk](mailto:vacancies@wbafc.co.uk)**

#### **DUTIES AND RESPONSIBILITIES**

Key deliverables for this role will be:

- Sales of all products and services through the full hospitality inventory portfolio
- Identifying new business opportunities for sales to new clients
- Account management and development of existing hospitality clients (Including any new business accounts the Sales Manager brings the company)

- Development of relationships with accounts to allow the sales and maximization of upsell activity through a client's full hospitality and event requirements
- Responsible and accountable for achieving individual and team sales targets
- Line management responsibilities of Hospitality Sales Team
- Providing support and assistance to the Sales Team members/Colleagues as required
- All sales activity is to be managed and administered within the clubs CRM system (Including account management communications, pipeline management, quotations and forecasting etc)
- Liaising with colleagues and other club departments in regard of information for events as required
- Representing West Bromwich Albion FC at events and exhibitions
- Receiving incoming calls, handling and following up effectively
- Participation at sales meetings and bringing new ideas
- Take care in appearance of the office
- Any other reasonable duties and responsibilities which your manager or another senior member of the company asks you to perform
- Confident negotiating at a senior level
- To be aware of department core behavioural values and standards and ensure that your actions and behaviour are consistent with and champion those values at all times:

Integrity  
 Team Work  
 Professionalism  
 Commitment

**Standards/Measures of Performance**

- Achievement of sales targets as set by Head of Venue
- Working to and achieving deadlines as set by Head of Venue
- High level of customer satisfaction achieved – Customer Feedback and mystery shopper
- Repeat business obtained – Achievement of annual business retention targets
- CRM system is to be 100% accurate and up to date at all times without any duplication.
- Examples of behaviour which demonstrate that you champion each of the core departmental values

**The duties and responsibilities described are not a comprehensive list and that additional tasks may be assigned to the employee from time to time; or the scope of the job may change as necessitated by business demands**

**ESSENTIAL AND DESIRABLE CRITERIA**

Essential	Desirable
Proven experience of: <ul style="list-style-type: none"> <li>• Sales team management with direct reporting lines</li> <li>• Direct client relationship management activity</li> <li>• New business acquisition activity undertaken</li> <li>• Achievement of successful achievement of sales targets</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge and experience of the football/sports hospitality and events industry</li> <li>• Ability to produce presentations and present orally to clients at all levels of key decision makers/management</li> <li>• Industry/role related education/training/qualifications</li> </ul>