



Job Title	Venue Sales Executive – Conference and Events (C&E)
Reporting to	Venue Sales Manager
Department	Venue Sales
Location	The Hawthorns, West Bromwich, B71 4LF
Main Purpose	To achieve and exceed sales targets through the active selling of the Venue and the C&E portfolio, WBA Events and any club special events with account management responsibilities. 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 Venue Sales division of the football club. The role is also a key ambassadorial role of the football club.
Salary	£26,500
Working Hours	Full Time which may include evenings, weekends and bank holidays as required and in line with business needs
Closing Date & Interviews	Closing date - 05/12/2022, this may close earlier if suitable applicant is found, so early application is recommended. Interviews to commence after closing date.

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

DUTIES AND RESPONSIBILITIES

- Sales of all products and services through the full Conference & Events inventory portfolio
- Identifying new business and event opportunities for sales to new clients
- Account management and development of existing C&E clients (Including any new business accounts the Sales Executive brings to 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 sales targets as set by the Head of Venue and Venue Sales Manager.
- Manage incoming enquiries, business and convert into live business. Tracking all enquiries and conversion rates providing insight for successes and lost business reasoning
- 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 brand at events and exhibitions
- Receiving incoming calls and handling and following up effectively
- Participation at sales meetings and bringing new ideas
- Take care in appearance of office
- Any other reasonable duties and responsibilities which your manager or another senior member of the company asks you to perform

Club Standards

- To contribute positively to the Clubs vision and culture.
- To promote and adhere to the Equality, Diversity and Inclusion Policy and to work consistently to embed ED&I into everything
- To ensure the working environment is free from harassment and discrimination and any other form of unacceptable behaviour
- To fully participate in one-to-ones and departmental reviews and meetings
- To fully participate in annual and mid term appraisals for all reporting staff
- To understand the Club’s Safeguarding policy, procedures and best practice guidelines and use this to ensure appropriate and safe working practices applicable to the role
- To carry out CPD and keep up to date with any training and updates relevant to the role
- To ensure the health & safety within the Club for self and others is adhered to at all time
- To carry out all responsibilities with due regard to the Club values and all policies and procedures, in particular Health & Safety, Equality and Diversity and Safeguarding
- To undertake all required training, including mandatory Club Equality and Diversity, Safeguarding and Health and Safety training.

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
<ul style="list-style-type: none"> • Knowledge and experience of the Venue/Conference and Events industry • Ability to produce presentations and present orally to clients at all levels of key decision makers/management • Proven direct client relationship management activity • Proven new business acquisition activity undertaken • Highly organised and methodical approach to workload • Confidential and diplomatic • Excellent communication skills both written and verbally • Full driving license • Right to Work in the UK 	

Equality and Diversity

West Bromwich Albion FC is an equal opportunities employer and is committed to provide equality and fairness for all employees and opposes all forms of unlawful and unfair discrimination and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status or pregnancy and maternity.

West Bromwich Albion Football Club also welcomes applications from suitably qualified members of the armed forces family.

Safer Recruitment

West Bromwich Albion is committed to safeguarding and promoting the welfare of children, young people and adults at risk, therefore expect all staff and volunteers to share this commitment.

WBA's Safeguarding, Equality and Whistleblowing policies can be accessed here
<https://www.wba.co.uk/club/about-us/club-policies>

A DBS, References, Qualifications, Proof of Identity and Right Work in the UK checks will be required and carried out for this post.