



JOB DESCRIPTION

Job Title:	<i>Sales Manager</i>
Department:	<i>Commercial</i>
Reports to:	<i>Head of Sales and Partnerships</i>
Location:	<i>Edgbaston Stadium, Birmingham</i>
Contract type:	<i>Permanent, Full Time</i>

Are you a proactive, enthusiastic sales professional who has a passion for doing business and growing a network?

We are recruiting a committed and driven Sales Manager who can maximise the sales assets of Edgbaston Stadium and grow the Club's corporate community in Birmingham, Warwickshire, and the West Midlands.

Don't worry if you're not a cricket fan. We are looking for someone to bring a fresh approach to our proactive sales process and who is passionate about what they do.

Overall, you will be responsible for helping to deliver our vision of being the best cricket business in the world.

Job Purpose

1. Selling of commercial assets such as sponsorship, advertising, corporate memberships, and events to local and national businesses
2. Drive growth of the Club's corporate network through a proactive sales approach that maximises the Club's commercial assets and feeds the official partnership portfolio
3. Help improve visibility and engagement in the region through the attendance of relevant events and networking opportunities.

Key Relationships

- Corporate communities in the region
- Regional and national businesses
- Internal – Commercial department and wider business

Role Profile and Key Responsibilities

- Develop relationships with local and national businesses becoming the main contact for Edgbaston related commercial opportunities
- Take ownership of allocated commercial revenue targets
- Develop a deep and clear understanding of Edgbaston's commercial assets to help provide solutions that support key objectives for businesses
- Proactively drive the sales strategy created with the Head of Sales and Partnerships and Sales and Marketing Director



- Implement a robust and thorough sales process to ensure an open line of communication with all potential leads. Take a creative and intuitive approach to upselling relevant assets and events to the corporate network to help drive and support the Commercial Partner structure
- Attend relevant events to support the growth of the Club's corporate network and relationships.
- Be extremely organised with internal communication, reporting and ongoing negotiations.
- Maximise Cricket and Non-Cricket assets such as selling hospitality, memberships, corporate events at the stadium.

Major Objectives

- Sell advertising, sponsorship, hospitality, events, memberships, and corporate packages into SME's in and around Birmingham.
- Create sustainable relationships and grow the Club's corporate network
- Enhance the sales strategy by understanding the local and national market in hospitality and sponsorship

Person specification

Requirements	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Experience in corporate sales • A track record of delivering against sales targets and developing strong relationships with senior delegates in business. • Experience of working in a team environment but can work self-sufficiently to drive new business 	<ul style="list-style-type: none"> • Experience of working in a commercial sport environment
Skills	<ul style="list-style-type: none"> • An ability to interpret data to inform the sales approach and support negotiations. • A tenacious and high energy approach to sales tasks • An ability to creatively identify new commercial assets and growth opportunities • Strong interpersonal and communication skills • Self-driven and proactive to grow sales leads and new business. 	<ul style="list-style-type: none"> • Knowledge of budgeting • Understanding of a sporting venue / club and the associated commercial assets





Personal attributes	<ul style="list-style-type: none"> • Commitment, drive and energy • Creative and open • Enjoys accountability and responsibility • Willingness to (learn and) contribute to all areas of the business • Positive attitude • Evenings and weekend commitments where required 	
---------------------	---	--

How to Apply

Please send a cover letter and an up-to-date CV to commercial@edgbaston.com.

Closing date for applicants is Tuesday 30th November.

All candidates are encouraged to complete the Equal Opportunities Monitoring Form when applying. This will assist in monitoring selection decisions to assess whether equality of opportunity is being achieved, however, the provision of this data is entirely optional.

Any information collated will be treated as strictly confidential and will not be used in the short-listing process.

Equal Opportunities in Employment Policy Statement

Warwickshire County Cricket Club will ensure that all existing and potential employees receive equal consideration and is committed to the elimination of unlawful or unfair discrimination on the grounds of gender, race, disability, colour, ethnic and national origin, nationality, sexuality, marital status, responsibility for dependants, religion, trade union activity and age (up to 65).

It is the intention of Warwickshire County Cricket Club that its work force, at all levels, should reflect the composition of the City's population. To achieve this Warwickshire County Cricket Club will take active and positive steps to eliminate discrimination, reduce the effects of past discrimination and to promote equality in employment.

