

TRENT BRIDGE
EST. 1838

CANDIDATE BRIEF

.....

SALES MANAGER

NOVEMBER 2023





AN INTERNATIONAL SPORTING VENUE,
A PROFESSIONAL COUNTY CRICKET CLUB
AND A THRIVING COMMUNITY HUB

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We are Trent Bridge, a cricket ground of global repute first established in 1838.

We're proud of our illustrious history but mindful too that our future prosperity is reliant on continual investment in our facilities, our professional team and our lauded community programmes.

The home of Nottinghamshire County Cricket Club, is looking to recruit a Sales Manager, to work as part of the Commercial team to further our ambition to drive incremental income for the benefit of our future plans.

SALARY: £30,000 per annum (plus bonus incentive)

Thank you for your interest in this role.

ROLE PROFILE

COMMERCIAL DEPARTMENT

SALES MANAGER

RESPONSIBLE TO: Head of Commercial Sales

RESPONSIBLE FOR: N/A

TERMS: Full-time and permanent

RELEVANT GENERAL OBJECTIVES

- Create and manage a prospecting strategy to secure new business
- Create, manage and report on a strong pipeline of new revenue generating opportunities to help Trent Bridge achieve its annual business objectives and revenue targets
- Create awareness of the Club's facilities, non-match day meetings and events and cricket hospitality to increase and diversify the customer base
- Pro-actively source new commercial partnerships, advantageous supply partnerships and funding sources for Trent Bridge, Nottinghamshire County Cricket Club and the Trent Bridge Community Trust
- Manage the calendar of regular non-match day Trent Bridge Events to maximise return on investment and venue usage
- Work with the Head of Commercial Sales and Commercial Director to identify, value and sell new inventory
- Protect, enhance and further develop the Trent Bridge brand and its values
- Build and maintain positive working relationships with colleagues, commercial partners, prospects, agencies, the ECB and our wider stakeholder network
- Commit to an open, challenging culture where outstanding performance is the norm

Specific Role Profile

Sales

- Work with the Head of Commercial Sales to develop and implement a clear, all-encompassing sales strategy for the business to include commercial partnerships, hospitality, meetings and events, weddings and the Trent Bridge Community Trust
- Conduct sustained out-bound sales campaigns with clear KPIs and objectives to achieve agreed sales targets
- Pro-actively follow up sales leads generated from the Club's marketing campaigns and other in-bound enquiries by the use of e-mail, telephone and venue visits
- Develop and deliver compelling partnership proposals and funding applications
- Work with the Client Relationship Manager to foster a culture of long-term partnerships, high renewal rates and high yield per account seeking ways to grow any partnerships
- On-going management of sales leads providing regular reporting on progress and future pipeline opportunities
- Consistently achieve and surpass commercial targets
- Lead generation for meeting and event sales. Highlight potential leads for the Head of Commercial Sales where business spends exceed an agreed amount or where the business shows a broader interest in Trent Bridge

- Undertake general administration duties to ensure smooth processing of Club and corporate events and take responsibility for Wedding & Events Co-ordinator role in their absence
- Any other reasonable duties requested by the management team

Hospitality

- Work with the Client Relationship Manager to conduct a thorough review of the Club's hospitality function and make recommendations to widen the appeal of our current offering
- Take responsibility for opening new hospitality accounts across domestic and international cricket for the hospitality business development function
- Provide accurate fulfilment schedules for the Client Relationship Manager

Match Days

- Network with sponsors, suppliers and other partners on match days to strengthen relationships and identify future business opportunities

Strategy

- Develop an annual new business strategy for Trent Bridge
- Produce a monthly report for the Head of Commercial highlighting progress and issues with reference to the strategic plan
- Monitor market trends, industry developments and best practice across the sporting network to shape the commercial strategy

The Charitable Trust/Community and Development

- Build and maintain good working relationships with the Community and Development department and identify programmes that offer commercial opportunities for clients with CSR budgets

Research and customer experience

- Work with relevant colleagues to conduct a thorough review of the existing account base for commercial partnerships, meetings & events, hospitality, and Trust fundraising. Analysis to include number of clients, level of repeat business and market sector

Data

- Maintain flawless data integrity and compliance with general data protection regulations
- Ensure email communications are timely, relevant and impactful
- Ensure the collection of email data when any contact makes an enquiry or places a booking

Stakeholders

- Build and maintain positive working relationships with commercial and development colleagues, and the ECB commercial team

Partnership delivery

- Support the Client Relationship Manager where required to ensure flawless delivery of commercial and funding partnership rights

General

- Support other departments as required

EQUITY, DIVERSITY AND INCLUSION

Nottinghamshire County Cricket Club is committed to being an Equal Opportunities Employer.

The Club recognises the benefits of a diverse workforce and is committed to providing a working environment that is free from discrimination.

The Club will seek to promote the principles of equality and diversity in all its dealings with employees, workers, job applicants, clients, customers, suppliers, contractors, recruitment agencies and the public.

All employees and those who act on the Club's behalf are required to adhere to this policy when undertaking their duties or when representing the Club in any other guise.

SAFEGUARDING

Nottinghamshire County Cricket Club is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

We ensure that we have a range of policies and procedures in place which promote safeguarding and safer working practice across our services and are committed to ensuring safeguarding practice reflects statutory responsibilities, government guidance and complies with best practice and the ECB requirements to ensure that all children participating in Cricket have a safe, positive and fun experience, whatever their level of involvement.

SALES MANAGER**PERSON SPECIFICATION****Department: Commercial**

	<i>Essential</i>	<i>Desirable</i>
<i>Qualifications</i>		Appropriate venue sales qualifications
<i>Knowledge</i>	<p>Knowledge in negotiating by persuading and influencing clients to maximise sales</p> <p>Up to date knowledge of regional and national conference agent contacts</p>	<p>Knowledge of working with a world-renowned international brand</p> <p>Knowledge of cricket and / or conference & event sales working environment</p>
<i>Experience</i>	<p>Experience in a relevant sales position</p> <p>Experience in meeting and exceeding sales targets on a regular basis</p>	<p>Experience in a sporting environment</p> <p>Experience in a venue/hospitality environment</p>
<i>Skills</i>	<p>High quality written output across a variety of subjects (letters, agreements etc)</p> <p>Ability to communicate well at all levels</p> <p>Good project management and organisational skills</p> <p>Ability to work on own initiative and collaboratively with colleagues</p>	<p>Experience in running events i.e. food festivals, Wedding Fair & Networking Events</p>

IT Skills	Proficient in the use of a range of industry specific CRM software packages, including Word, Excel, e-mail and web technology	Proficient in the use of Adobe, PowerPoint and Rendezvous
Personal attributes	Pro-active, flexible, trustworthy, approachable, discreet, analytical, well presented with clear diction, confident demeanour and the ability to command respect	
Other	<p>Can demonstrate established relationships with local and national businesses</p> <p>Ability to nurture and develop others</p> <p>Willingness to work evenings and weekends</p> <p>Clean driving licence</p>	

HOW TO APPLY

If you would like to join us at Trent Bridge please send your CV and covering letter, including details of your current salary and expectations to:

**The HR Department
Nottinghamshire County Cricket Club
Trent Bridge
Nottingham NG2 6AG**

**or email the HR Department at
Recruitment@trentbridge.co.uk**

Closing date for receipt of applications will be
Friday 8th December 2023

Interview Date: **w/c 11th December 2023**

We reserve the right to close this vacancy early if we receive sufficient applications for the role. Therefore, if you are interested, please submit your application as early as possible

We are committed to safeguarding and promoting the welfare of children, young people and adults and expect the same commitment from all staff and volunteers

We are an equal opportunity employer. we celebrate diversity and are committed to building an inclusive environment for all employees. when submitting your details, please let us know if you require any support or reasonable adjustments during the interview process

No agencies please

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Nottinghamshire County Cricket Club
Trent Bridge, Nottingham, Ng2 6AG
(0115) 9823000
recruitment@nottsccc.co.uk

