

TRENT BRIDGE  
EST. 1830

.....

CANDIDATE BRIEF

Sales Executive

July 2019

.....





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

.....

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.

We're on the hunt for a Sales Executive to further our ambition to drive incremental income for the benefit of our future plans. You will work with our wider commercial department to sell hospitality and non-matchday events in our class leading spaces and support our Sales Manager in attracting new commercial partners to the Club.

Thank you for your interest in this role.

**Michael Temple**  
Commercial Director

## **COMMERCIAL DEPARTMENT ROLE PROFILE**

### **SALES EXECUTIVE**

- Full-time
- Six-month fixed-term

**RESPONSIBLE TO:** Sales Manager

### **RELEVANT GENERAL OBJECTIVES**

- Proactively generate sales leads for the Sales Manager and Meeting & Events Executive
- Grow the enquiry pipeline for key revenue streams including:
  - Matchday hospitality
  - Non-matchday meetings and events
  - Weddings
  - Commercial partnerships
  - Restaurant Six
- Achieve growth trajectory targets for occupancy and income
- Protect and enhance the Trent Bridge brand and its values
- Commit to an open, challenging culture where outstanding performance is the norm

### **SPECIFIC ROLE PROFILE**

- Generate revenue through the acquisition of new customers for our meetings and events, matchday hospitality, weddings, restaurant and commercial partnerships businesses
- Make regular outbound approaches to targets and prospects
- Contribute to team sales targets whilst delivering personal sales targets
- Identify sales opportunities for Trent Bridge through research, industry contacts and networking
- Secure meetings with qualified partner prospects and present Trent Bridge portfolio to senior personnel individually and with management support as required
- Work with the Sales Manager to support the pitch and negotiation process and ensure smooth handover to the Client Relationship Manager and Duty Catering Managers
- Develop and maintain excellent relationships across the regional and national business community
- Host partners and potential partners at Trent Bridge events

- Provide accurate and timely sales and pipeline reporting and maintain flawless data integrity
- Regularly attend and exhibit at networking & other relevant business events (including wedding fairs) with a focus on lead generation
- Pro-actively follow up high propensity sales leads generated from the Club's marketing campaigns
- Support the Meeting and Events Executive and provide appropriate holiday and lieu time cover
- Undertake general administration duties to ensure the smooth administration of events

## **SKILLS AND EXPERIENCE**

- A successful track record in meetings and events, commercial partnerships or advertising / media sales
- Ability to identify, attract and convert prospects into valuable accounts
- Knowledge of the sporting club and venue sector
- Excellent salesperson and confident presenter
- Multi-tasker with strong organisational and project management skills

## **REQUIRED PERSONAL ATTRIBUTES**

- Commercially minded and result-driven
- Strong interpersonal skills and an ability to quickly build trust, rapport and relationships
- Ethical and hard-working with a strong personal commitment to deliver at pace
- Works well under pressure adapting to tight deadlines and differing demands
- Passionate, positive and energetic
- Ambitious and hungry for opportunity

## **DESIRABLE PERSONAL ATTRIBUTES**

- Knowledge of cricket and the wider sporting landscape

- Experience of working in a heritage or character venue

## **MEASURABLE KPIs**

- Exceed the commercial sales budget and drive a year-on-year increase in commercial sales revenue
- Increased occupancy of Trent Bridge spaces including banqueting suites, private boxes and Restaurant Six
- Incremental increase in the pipeline and conversion of commercial partnership prospects
- Qualitative feedback from clients and key partners

## **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 Business Support Manager  
Nottinghamshire County Cricket Club  
Trent Bridge  
Nottingham NG2 6AG**

**or email the Business Support Manager at**  
[\*\*Recruitment@nottsccc.co.uk\*\*](mailto:Recruitment@nottsccc.co.uk)

Closing date for receipt of applications will be  
10am on Tuesday 16 July  
Candidates must be eligible to work in the UK  
No agencies please

**TRENT BRIDGE**  
EST. 1838

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

