



BONDED BY BELIEF
SINCE 1878

Job Description



Job Title	Head of Venue Sales
Reporting to	Chief Business Officer
Location	Stadium
Line Management Responsibility	Yes
Main Purpose	The Head of Venue Sales will lead the Club's venue sales function, driving commercial revenue through the proactive sale of stadium spaces, hospitality facilities, conference and event rooms, matchday experiences, and other club-owned venues. This is a senior commercial role responsible for developing and executing the venue sales strategy, maximising occupancy and revenue, building long-term client relationships, and leading a high-performing sales team. The successful candidate will combine strong strategic thinking with a hands-on sales approach, identifying new business opportunities while developing existing client and agency relationships.
Working Hours	Full Time which includes all home matches, evenings, weekends and bank holidays as required and in line with business needs

DUTIES & RESPONSIBILITIES

Your main responsibilities for this role include, but are not limited to the following:

Sales Strategy & Revenue Growth

- Develop and implement the club's annual venue sales strategy in line with wider commercial objectives.
- Take ownership of venue sales revenue targets, budgets and KPIs.
- Maximise revenue and utilisation across stadium facilities, hospitality areas, conference spaces and other club venues.
- Identify new revenue streams, market opportunities and potential commercial partnerships.
- Develop pricing, packages and sales initiatives to maximise yield and profitability.
- Monitor market trends, competitor activity and customer demand to inform the sales strategy.

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Business Development

- Lead proactive new business development across corporate, agency, private, sporting, entertainment and community markets.
- Build and maintain a strong pipeline of prospective clients.
- Develop relationships with event agencies, corporate partners, local businesses and key decision-makers.
- Personally lead high-value pitches, tenders, negotiations and contract discussions.
- Identify opportunities to upsell and cross-sell additional club products and experiences.

Team Leadership

- Lead, coach and develop the venue sales team to consistently achieve and exceed targets.
- Set clear individual and team objectives, KPIs and sales activity standards.
- Establish a high-performance, accountable and customer-focused sales culture.
- Conduct regular pipeline reviews, forecasting and performance meetings.
- Support recruitment, onboarding and ongoing professional development of team members.
- Client & Stakeholder Management
- Build strong relationships with major clients and key commercial stakeholders.
- Act as a senior point of contact for strategically important accounts and events.
- Work closely with Operations, Events, Hospitality, Marketing, Finance and Partnerships teams to ensure a seamless customer journey.
- Ensure client expectations are understood and effectively communicated throughout the sales and delivery process.
- Represent the football club at relevant industry events, networking opportunities and business functions.

Matchday & Event Sales

- Maximise commercial opportunities associated with matchdays, fixtures and major club events.
- Develop and sell premium experiences, hospitality packages, private events and stadium experiences.
- Support the commercial strategy for concerts, conferences, exhibitions, private functions and other large-scale events.
- Ensure venue sales activity aligns with stadium operational requirements and fixture schedules.

Reporting & Commercial Management

- Own the venue sales pipeline, forecasting and revenue reporting.
 - Provide regular performance reports and commercial insight to the senior leadership team.
 - Monitor conversion rates, average booking value, occupancy, revenue per available space and other relevant KPIs.
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- Ensure sales activity and contracts comply with club policies and commercial agreements.
 - Work with Finance to ensure accurate forecasting, invoicing and revenue recognition.

General

- To ensure all systems including HR systems and information are kept fully up to date
- 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.
- To ensure all relevant systems are up to date including but not limited to HR systems
- To understand the Club's Safeguarding policy, procedures and best practice guidelines and use these to ensure appropriate and safe working practices applicable to the role.
- To promote and assist with Safeguarding.
- 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 times.
- 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.
- Responsible for fulfilling the requirements of their specific role and all associated health, safety, and sustainability duties, as set out in the West Bromwich Albion Health, Safety & Sustainability Policy.

The duties and responsibilities described are not a comprehensive list and 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.

PERSON SPECIFICATION

Essential Criteria

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- Significant senior-level experience in venue sales, hospitality, events, conferencing or a comparable commercial environment.
 - Proven track record of achieving and exceeding substantial sales and revenue targets.
 - Strong new business development and account management experience.
 - Experience managing, coaching and motivating a sales team.
 - Excellent commercial awareness and negotiation skills.
 - Strong understanding of the events, hospitality and venue market.
 - Experience managing complex client relationships and high-value contracts.
 - Excellent communication, presentation and interpersonal skills.
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- Strong analytical skills with the ability to interpret sales data and make commercially informed decisions.
- Excellent communication skills both written and verbally
- Full driving license
- Right to Work in the UK

Desirable Criteria

- Experience working within a football club, sports organisation, stadium, arena or major entertainment venue.
 - Experience selling premium hospitality or major sporting/event experiences.
 - Knowledge of stadium operations, matchday environments and event delivery.
 - Experience working with CRM and sales pipeline management systems.
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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.

Safer Recruitment

West Bromwich Albion is committed to safeguarding and promoting the welfare of children, young people and adults at risk, therefore expects 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>

It is unlawful for the Club to employ anyone who is involved with regulated activity who is barred from doing so and we will carry out rigorous pre-employment checks and screening.

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

Signed	Name	Date