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| Job Title | Conference & Events Sales Executive |
| Reporting to | Conference & Events Sales Manager |
| Location | The Hawthorns (Stadium), West Bromwich, B71 4LF |
| Line Management Responsibility | None |
| 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 be responsible for identifying new business opportunities, managing incoming enquiries & providing insight into successes and lost business reasoning and converting initial leads into bookings. To support the C&E Sales manager on growing the expanding WBA Events programme such as the Play on the Pitch programme, Stadium Tours, Christmas Parties, WBA Golf Day and Junior Baggies Events.To source and build new client relationships and further develop existing relationships to maximise the commercial opportunities for the club. |
| Working Hours | 37.5 hours per week (Monday to Friday)Full time which may include evenings, weekends and bank holidays as required and in line with business needs. |

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| DUTIES & RESPONSIBILITIES |
| Your main responsibilities for this role include, but are not limited to the following: * Sales of all products and services through the full Conference & Events inventory portfolio.
* Manage incoming enquiries and conversion into live business. Tracking all enquiries providing insight for successes and reasoning for lost business.
* Conduct site visits and show-rounds showcasing the facilities and promoting the venue.
* Work Closely with the Venue coordinators & Catering team to ensure the smooth handover of bookings from sales confirmation to coordination stage.
* To support the C&E Sales manager on growing the expanding WBA Events programme such as the Play on the Pitch programme, Stadium Tours, Christmas Parties, WBA Golf Day and Junior Baggies Events).
* Representing West Bromwich Albion FC brand at networking events.
* 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 sales and maximization of upsell activity.
* Identifying new business and event opportunities for sales to new clients.
* Responsible and accountable for achieving sales targets as set by the Conference & Events Sales Manager and Head of Commercial.
* Assist the marketing team with sourcing/producing engaging content for the WBA Events Instagram page.
* Participation at sales meetings including creation of new ideas for the department
* Outbound sales calls as part of ongoing business development activities to support the department.
* Any other reasonable duties and responsibilities which your manager or another senior member of the company asks you to perform.
* 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 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 fully support and participate as requested in the Clubs internal group activities for EDI, sustainability and wellbeing.
* 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 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 | **Desirable Criteria** |
| * Knowledge and experience of the Conference & Events industry
* Proven direct client relationship management activity
* Proven new business acquisition activity undertaken
* Confidential and diplomatic
* Excellent communication skills both written and verbally
* Right to Work in the UK
 | * Full driving license
* Highly organised and methodical approach to workload
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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.

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

**Applications will only be accepted when received through our online vacancy platform iRecruit:**

[**https://irecruit.efl.com/vacancies**](https://irecruit.efl.com/vacancies)

**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.

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

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| **Signed** | **Name** | **Date** |
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