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| Job Title | Hospitality Sales Manager |
| Reporting to | Head of Commercial |
| 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 seasonal hospitality, match by match hospitality and club special events with account management responsibilities.To source and build new client relationships and further develop existing relationships to maximise the commercial opportunities for the club and to increase the propensity for continued affiliation with the commercial division of the football club. To also manage the sales activity of other hospitality sales staff, driving effectiveness and efficiency within the department. |
| Working Hours | Full time, 37.5 hours per week (Monday to Friday)Matchday attendance required (Time in lieu received for additional hours) 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 hospitality inventory portfolio
* Identifying new business opportunities for sales to new clients
* Account management and development of existing hospitality clients (Including any new business accounts the Sales Manager brings the company)
* Development of relationships with accounts to allow the sales and maximization of upsell activity through a client’s full hospitality and event requirements
* Responsible and accountable for achieving individual and team sales targets
* Line management responsibilities of Hospitality Sales Team
* Providing support and assistance to the Sales Team members/Colleagues as required
* All sales activity is to be managed and administered within the clubs CRM system (Including account management communications, pipeline management, quotations and forecasting etc)
* Liaising with colleagues and other club departments in regard of information for events as required
* Representing West Bromwich Albion FC at events and exhibitions
* Receiving incoming calls and handling and following up effectively
* Participation at sales meetings and bringing new ideas
* Take care in appearance of the office
* Any other reasonable duties and responsibilities which your manager or another senior member of the company asks you to perform
* Confident negotiating at a senior level
* Standards/Measures of Performance
* Achievement of sales targets as set by Head of Commercial
* Working to and achieving deadlines as set by Head of Commercial
* High level of customer satisfaction achieved – via customer feedback and mystery shoppers
* Repeat business obtained – Achievement of annual business retention targets
* CRM system is to be 100% accurate and up to date at all times without any duplication.
* 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** |
| * Track record of hitting individual and team sales targets
* New business acquisition activity undertaken
* Direct client relationship management activity
* Highly organised and methodical approach to workload
* Confidential and diplomatic
* Excellent communication skills both written and verbally
* Full driving license
* Right to Work in the UK
 | * Sales team management with direct reporting lines
* Knowledge and experience of the football/sports hospitality and events industry
* Ability to produce presentations and present orally to clients at all levels of key decision makers/management
* Industry/role related education/training/qualifications
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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)

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| **Signed** | **Name** | **Date** |
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**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 Enhanced DBS, References, Qualifications, Proof of Identity and Right Work in the UK checks will be required and carried out for this post.