



HOSPITALITY AND EVENTS MANAGER

Job Description

Job title: Hospitality and Events Manager

Reporting to: Head of Commercial

Location: Plough Lane

Role Description:

AFC Wimbledon is a professional football club based in South West London playing its home games in a state of the art stadium the Cherry Red Records Stadium, opened in August 2021.

The move to the new stadium marked a pivotal point in the club's history as it returned to its spiritual home at Plough Lane and provides the club with the ability to deliver top level facilities for both matchday and non-matchday events.

AFC Wimbledon is looking to recruit AFC Wimbledon are looking to recruit a commercially driven, dynamic and personable Hospitality & Events Sales Manager to turbo-charge crucial revenue generating areas for AFC Wimbledon at the Cherry Red Records Stadium.

The Hospitality & Events Sales Manager will be responsible for all premium hospitality match day sales, and will work closely with our Catering partner to deliver outstanding experiences. In addition, the selected candidate will be responsible for selling stadium hires including filming opportunities and pitch hires – by promptly responding to inbound enquiries and proactively targeting new opportunities, and working closely with the Operations and Catering teams on successful event delivery. Collectively, these areas generate in excess of £1m for the club.

The role reports into the Head of Commercial, and the selected candidate will line manage the Hospitality & Events Executive.

We are seeking a versatile individual with a positive 'can do' attitude, a multi-tasker, someone who has a track record of delivering sales growth and someone with commercial and financial acumen.

Key Responsibilities:

- Grow revenue across premium match day hospitality sales (<https://www.afcwimbledon.co.uk/tickets-hospitality/hospitality>) and refine the proposition each season.
- Act as the principal point of contact for up to 700 covers on a match day, inclusive of 1889 Lounge, Captains' Lounge, Legends' Lounge, Boardroom and 9 Hospitality Boxes.
- Drive non-match day sales for events such as filming, pitch hires, in-house club events, dinners, awards.
- To work closely with our operations team and catering partner to deliver an exceptional experience for all hospitality and events guests.
- To innovate and constantly improve our offering
- To line manage our Hospitality & Events Executive.
- To work closely with the Head of Commercial to cross sell packages and deliver contractual requirements for commercial partners.
- To work closely with the Head of Commercial to explore new packages and opportunities both from an events and hospitality perspective.
- Support the planning, coordination and delivery of hospitality and event operations for London Broncos and Chelsea Women fixtures held at the stadium, as required, ensuring a consistently high standard of service and experience for all guests, partners and stakeholders.
- Act as the point of contact for the club's Vice Presidents and Patrons, delivering rights associated with their title.
- Oversee post-match/event feedback from guests and liaise with other internal departments to recommend changes to the product and experience.
- Sell, oversee and deliver pitch hire bookings at the end of the season, including the management of commercial partner slots.
- To build positive working relationships internally and externally with a variety of colleagues and partners.
- To proactively source new leads while ensuring enquiries are thoroughly followed up in a professional manner.
- Research and attend events / matches to understand industry trends and to improve the club's hospitality experience

Essential / Desired Requirements:

- Desired - A minimum of three years' experience in a sales or account management position ideally in the sports, commercial, venue sales / hospitality sector
- Desired – experience working with a sports ticketing platform
- Essential – proven sales experience with clear examples of growth
- Essential – commercial and financial acumen
- Essential – strong interpersonal and communication skills
- Essential – strong leadership skills
- Essential - to have a solid understanding of the sports hospitality industry

- In line with the fixture and events schedule, the duties of the post require weekend and evening work (time off in lieu granted accordingly).

Personal Skills:

- Someone who will align with our core values:
 - Togetherness
 - Resilience
 - Constant Improvement
- A polite and professional manner, well presented with a clean and smart appearance
- Strong communication skills
- Strong interpersonal skills, ability to build strong and long-lasting relationships
- Strong organisational skills
- Diligent & conscientious, attention to detail
- Reliable and trustworthy
- Ability to use own initiative as a self-starter, but a team player at heart
- Calm under pressure
- Problem solver, who is proactive in foreseeing issues and adept at finding solutions
- Supporter/customer-first mindset
- A self-motivated individual who thrives in a fast-paced environment, with the ability to work flexibly with a range of internal and external stakeholders.

Other requirements:

Upholding and promoting the Club's policies and procedures, including Health and Safety, Safeguarding and Equal Opportunities policies and procedures

The role will be offered on a permanent basis working 35 hours per week.

Package:

- Competitive salary and bonus
- 25 days holiday, plus days in lieu for matchdays
- 3% employer pension
- A summer and winter staff event
- Access to Employee Assistance Programme
- Other benefits being established.

Closing date: Tuesday 25 August 2026

How to apply: email your CV and one page cover note to

HR@AFCWimbledon.ltd.uk

Please state your salary expectations within your cover letter

AFC Wimbledon is committed to the principle of equal opportunity in employment and its employment policies for recruitment are designed to ensure that no job applicant or

employee receives less favourable treatment on the grounds of age, disability, gender re-assignment, marriage and civil partnership, pregnancy and maternity/paternity, race, religion or belief, sex or sexual orientation.

AFC Wimbledon is committed to safeguarding all children, young people and adults are risk involved in its activities and events. The group recognizes its responsibility to safeguard the welfare of vulnerable groups by a commitment to procedures to protect them. The group additionally expects all staff and volunteers to fully support and promote these commitments.

