|  |  |
| --- | --- |
| Job Title | Hospitality Sales Executive |
| Reporting to | Hospitality 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 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. |
| 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. |

|  |
| --- |
| 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 you bring to 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 for achieving individual sales targets and contributing towards team sales targets
* All sales activity is to be managed and administered within the clubs CRM system (Including account management communications, pipeline management, forecasting etc)
* Representing West Bromwich Albion FC at events and exhibitions
* Receiving incoming calls and handling and following up effectively
* Taking 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
* Delivering high levels of customer satisfaction – via customer feedback and mystery shoppers
* Maintaining accurate records within the CRM system.
* Contributing positively to the Clubs vision and culture
* Adhering to the Equality, Diversity and Inclusion Policies and working consistently to embed ED&I into everything.
* Ensuring the working environment is free from harassment and discrimination and any other form of unacceptable behaviour.
* Participating in one-to-ones and departmental reviews and meetings.
* Participating in annual and mid-term appraisals.
* Understanding the Club’s Safeguarding policy, procedures and best practice guidelines and use these to ensure appropriate and safe working practices applicable to the role.
* procedures, in particular Health & Safety, Equality and Diversity and Safeguarding.
* Participating as requested in the Clubs internal group activities for EDI, sustainability and wellbeing.
* To undertake all required training including CPD.

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** |
| * Prior sales experience
* New business acquisition activity undertaken
* Direct client relationship management activity
* Confident, with excellent communication skills both written and verbally
* Full driving license
* Right to Work in the UK
 | * Knowledge and experience of the football/sports hospitality and events industry
 |

**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)

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

**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.