



## DERBYSHIRE COUNTY CRICKET CLUB JOB DESCRIPTION – EVENTS SALES EXECUTIVE

<b>Job Title:</b>	Events Sales Executive
<b>Reporting to:</b>	Conference and Events Manager
<b>Contract:</b>	Permanent
<b>Hours:</b>	Full time Monday to Friday 9-5 plus some match days and events
<b>Location:</b>	Derbyshire County Cricket Club
<b>Salary:</b>	£16,000 - £20,000 depending on experience + bonus

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We are currently recruiting an experienced Events Sales Executive to join a professional county cricket club based in Derby who will be responsible for supporting the Conference and Events team with the planning, sales, delivery and administration of all our Derbyshire Experience events which we host at The 3aaa County Ground.

The role is broad and very rewarding and the successful candidate will be involved in every aspect of The Derbyshire Experience from a customers' initial enquiry through to the post-event review with the customer.

### Role requirements are as follows;

- Processing conference and events bookings
- Secure and host customer visits and convert into bookings
- Converting customer enquiries into bookings to develop future and repeat business
- Pro-actively sell our Derbyshire Experience and Derbyshire Club 1870 conference and events and hospitality business using outgoing telesales, direct marketing and sales appointment skills
- Host events and provide official welcome on behalf of the Derbyshire Experience, when appropriate
- Contact new customer-generated leads and previous contacts from the Club's prospect business database
- Contact previous/lapsed customers about previous events, when appropriate about forthcoming events and hospitality

- Liaising with customers and other departments about event requirements
- Pro-actively prepare event plans and event documentation and follow up details of each event to ensure everything is planned and implemented correctly
- Distribution of publicity materials such as press releases, posters and banners to customer and prospective database
- Attending events to assist with the set-up, delivery and wrap up
- Supervising of defined aspects of an event to ensure excellent customer service
- Following-up customers for post-event feedback and undertaking customer satisfaction surveys, analysing data and producing evaluation reports
- Sell and support the delivery of cricket matchdays and cricket related events as and when required.

### **Knowledge and Applied Skills;**

- Working knowledge of the functional areas, as above, through experience and training
- The ability to calculate profitability and margins on individual events
- Able to develop positive working relationships at all levels and create a positive image
- Ability to communicate clearly and concisely both verbally and in writing
- Strong influencing skills and previous sales and administration skills

### **Your main duties will include;**

- The pro-active selling of conference and events and hospitality
- Associated duties will include administration and database management, including archiving and document management
- Assisting with departmental tasks as required

### **Essential Skills and Experience;**

- Understanding of the conference and events business with a minimum of two years' experience
- Strong customer services experience
- Strong proven written and arithmetical skills – GCSE English and Maths Grades A to C preferred
- Understanding and experience of diary management
- Experience of management of small projects or events to deadlines
- Ability to prioritise tasks and work effectively under pressure
- A smart and professional appearance

### **What we can offer you:**

- A competitive salary of up to £20,000
- A sales performance bonus
- 25 days paid holiday
- Company pension scheme
- 2 free tickets to every Derbyshire CCC match

Derbyshire County Cricket Club staff are entitled to 25 days paid annual leave, per annum, to be taken between January 1st and December 31<sup>st</sup>.

Up to 5 days of the annual leave allocation may be required if the Club operates a Christmas and New Year Closedown.

**Derbyshire County Cricket Club has adopted a no smoking in the workplace policy.**