



## SALES AND EVENTS MANAGER Derbyshire County Cricket Club

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We are currently recruiting for a Sales and Events Manager to join a professional county cricket club based in Derby to help create seamless, world class experiences for our guests whilst maximising revenue.

The role is broad and very rewarding and the successful candidate will be involved in every aspect of the business from a customers' initial enquiry through to the post-event review with the customer. If you are pro-active with a proven track record of seeking out and generating business, this is a great opportunity as the role will be predominantly with an expectation to be 80% pro-active and 20% re-active.

### **The ideal candidate will have:**

- Experience of developing a proactive sale pipeline
- Previous knowledge of booking systems and maximising their use to develop the business
- A genuine desire to go above and beyond to make our guests feel special by exceeding their expectations and delivering all correspondence in a timely manner
- Enjoy working in a busy and bustling environment
- Be a good communicator, highly organised with a desire for knowledge
- Initiative to get the right things done at the right time
- A can-do attitude
- Experience in event delivery
- Strong customer services experience
- The ability to prioritise tasks and work effectively under pressure.

### **Responsibilities:**

- To develop a strong knowledge of the Derbyshire C&E sector and to translate this into current and up to date competitor analysis on local venues and apply competitive intelligence to suggest recommendations for improvements on client services and critical success factor
- To assist and oversee account management of clients for retention and growth
- To possess a clear understanding of the company business plan and be responsible for ensuring that all targets relating to the sales function and team are achieved in order to meet the overall objectives
- To prepare quotations and proposals including the preparation of rate agreements for key client accounts.
- To develop the key accounts strategy and revenues expectations
- Responsible for day-to-day conversion of inbound enquiries including phone, email and social media channels
- Manage and utilise our booking systems to ensure best utilisation of space
- Pro-actively identify business leads and sales opportunities to grow and evolve the business

- Forging relationships with neighbours, corporate contacts, venue finder agencies and event companies
- Respond efficiently to all incoming enquiries, converting to sales and maximizing revenue
- Know the product: understand the menu and wine & beverage list together with hospitality service standards
- Become an integral member of the team understanding the operation of all aspects of the department whilst working closely with other departments (Commercial, Marketing and Operations) to deliver cricket and event hospitality
- To produce accurate function sheets to the set deadline, confirming all event timings, numbers and requirements, ensuring that all information is imparted and available to the Operations Team
- On the day of an event/s make it your business to meet each client to ensure their expectations are being exceeded
- To ensure other services a client may request are booked for their event
- To contact each client following an event to gather essential feedback and establish future bookings at the venue Manage all internal bookings for all club personnel
- Identify gaps and produce initiatives to help fill them
- Attend events to assist with the set up and delivery
- Supervise defined aspects of an event to ensure excellent customer service
- Following up customers for post event feedback and undertaking customer satisfaction surveys

**Competencies:**

- Commercial & financial management: Maximizes profitability within the venue to help towards the company vision
- Sales management: To ensure maximum sales conversion of all enquiries and new business achieved at the venue
- Client management: Building and maintaining excellent client relations to ensure a successful venue
- Leadership: Build and maintain an excellent team to deliver the best service

**What we can offer you:**

- A competitive salary and sales performance bonus
- 25 days paid holiday
- Company pension scheme
- Free on-site parking
- 2 free tickets to every Derbyshire CCC match

To apply please send your up-to-date CV with a covering letter detailing your suitability for the role to [jobs@derbyhireccc.com](mailto:jobs@derbyhireccc.com)

**Closing date for applications is 5pm on Wednesday 8 September 2021.**