



JOB DESCRIPTION

JOB TITLE:	Business Development Executive
LOCATION:	Sophia Gardens
REPORTS TO:	Head of Cricket Sales & Head of Venue Sales

Job summary:

The Business Development Executive

- will support the head of cricket sales and head of venue sales to implement and deliver the annual sales plan at Glamorgan CCC
- will focus on outbound strategies to achieve ticket, sponsorship, venue and corporate & membership sales targets
- will be innovative and creative
- will be target driven and ambitious

Nature and scope of the role

- Communicate, present and influence credibly and effectively at all levels of Glamorgan CCC.
- Ability to drive the sales process working with head of cricket sales, head of venue sales and sponsorship executive.
- Support the Ticketing Manager in processing new business sales.
- Preparing and delivering professional presentations to potential commercial partners in order to deliver sales targets.
- Support the Head Cricket Sales in designing and implementing business tactics that expands the company's customer base across corporate ticketing, sponsorship and group/corporate membership sales.
- Proactively target new business & groups through making sales calls, presentations, attending networking events and engaging in other client prospecting to increase the size of the Glamorgan CCC database.
- Working with Head of Cricket Sales & Head of Venue Sales to create a lead generation pipeline including researching and targeting companies and individuals for sales presentations.

Key Working Relationships

- CEO / Director of Cricket
- Senior management team
- Glamorgan CCC Committee
- Glamorgan CCC staff
- Welsh Government
- Local Authorities including Cardiff City Council
- Sponsors and commercial partners
- Box holders
- Business Club Members
- Glamorgan CCC Members
- Media and broadcast partners
- Cricket bodies including ECB, Cricket Wales and community clubs

Role KPI's

- All Cricket ticket sales – 40%
- Corporate Membership Sales – 30%
- Sponsorship – 30%

Skills Experience and Background

- Experience and success in a fast-paced sponsorship or commercial environment, not necessarily within sports.
- Success at building excellent working relationships and delivering against targets
- Experience of closing sales agreements from pitch to contract.
- Examples of effective communication experience with a range of stakeholders
- Understanding of the sports commercial market is desirable.
- Financial literacy and able to develop a practical system of results monitor progress against the operating plans and objectives
- Previous experience in B2B sales.

Personal Attributes

The successful candidate will need to be a credible, determined clear thinking and articulate individual with:

- High standards of personal and professional integrity
- Huge levels of energy and enthusiasm
- Openness and resilience
- Honesty, tact and a strong will to succeed
- An appetite to constantly seek improvement in all aspects of their work

This job description is only a summary of the role as it currently exists and is not exhaustive or comprehensive. The responsibilities and accountabilities might differ from those outlined and other duties, as assigned, might be part of the job.