



### JOB DESCRIPTION

<b>JOB TITLE:</b>	Head of Cricket Sales
<b>LOCATION:</b>	Sophia Gardens
<b>REPORTS TO:</b>	Head of Commercial
<b>SALARY:</b>	Competitive (depending on experience)

#### **Job summary:**

The role of the Head of Cricket Sales will:

- develop and implement the sales plan with Head of Commercial which complements and supports the successful delivery of the Glamorgan CCC commercial strategy from 2020– 2024.
- lead on Vitality Blast Sales strategy and support Head of Commercial on The Hundred, Glamorgan CCC sponsorship sales and all group, corporate and membership products.
- support the Head of Commercial to create a best in class sales team across the commercial function and all commercial products at Sophia Gardens
- provide experience & vision needed to review & rebuild the team's sales strategy & processes

**Reports to:**

Head of Commercial

**Key responsibilities:**

Vitality Blast Ticket Sales, Sponsorship sales and Group/Corporate/Membership sales

- Responsible for agreed sales / income targets and KPIs in line with 2020-24 Glamorgan CCC Commercial Strategy
- To support on building external relationships to fulfil the organisational vision including sponsors, suppliers, members and hospitality customers
- To support the Head of Commercial to manage the Commercial department at Glamorgan CCC, which includes line manage the sponsorship executive and business development executive to ensure professional development plan and KPI's achieved to support the overall business plan
- To stay abreast of progress in the sporting sector to ensure Sophia Gardens maximise these
- Working closely with Marketing team and third-party agency, Two Circles, to use insights to target new sales opportunities and integrated digital opportunities and trends.
- To work closely with the ECB Fan Engagement Manager for The Hundred to ensure opportunities for Sales of Vitality Blast, Sponsorship and Membership are maximized
- To work closely with the Head of Venue Sales for The Venue to all ensure opportunities are maximized, and that a clear CRM process is followed and shared
- To work closely with venue sales team to identify new sponsorship opportunities for stadium events
- Work with Head of Commercial and Head of Events to develop a clear sponsorship inventory to maximise commercial returns

**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**

- Leadership – 20%
- Sponsorship sales – 20%
- T20 Blast Ticket sales – 30%
- Group & Corporate sales – 20%
- The Hundred and International sales – 10%

## **Personal Attributes**

### **Essential**

- Educated to degree level and evidence of further study and/or additional qualifications desirable.
- At least 5 years' commercial experience in sporting sector – either agency or rights holder, but experience in events and experiences will be considered.
- A knowledge and understanding of sports sponsorship and ticket sales.
- A track record of proven delivery, demonstrating both use of insight and delivering on a commercial strategy.
- Successful line management of a team
- An ability to manage projects with two or more stakeholders using a collaborative and professional approach and to operate well under pressure
- An ability to work independently and take decisions – but know when to seek guidance - and deliver to deadlines
- Experience of managing budgets and maximising their effectiveness
- Relationship management
- Personal organisation and time management: an ability to prioritise, to work flexibly, to work to tight deadlines; to complete tasks

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.