



Sussex County Cricket Club

Job Description

Job Title:	Business Development Executive
Reports To:	Sales & Marketing Manager
Hours:	Full-time 35 hours per week + match days
Remuneration:	£18K - £20K basic dependent on experience + target related bonus scheme

Role Purpose

To maximise match and non-match sales and ensure the commercial success of SCCC's corporate portfolio. To identify and develop new markets and business opportunities.

Key Responsibilities

- Maintaining and developing relationships with existing Clients via meetings, telephone calls and emails
- Visiting and contacting potential customers to prospect for new business
- Assist with match day hospitality, including festivals
- Taking advantage of professional networking opportunities to pro-actively seek out new business
- Selling non-match portfolio
- Liaising with the Business Development Manager to cross-sell to corporate partners, and upgrade hospitality bookers
- Negotiating the terms of and closing sales
- Gathering market and customer information
- Cold calling
- Representing the Club at Corporate events
- Negotiating variations in price with managers
- Advising on forthcoming developments and discussing special promotions
- Recording sales information on ACT database and Club systems
- Reviewing own sales performance, aiming to meet or exceed targets
- Gaining a clear understanding of customers' businesses and requirements
- Making accurate, rapid cost calculations, and providing customers with quotations
- Feeding future buying trends back to the Club



Sussex County Cricket Club Personnel Specification

Essential Criteria	
1. Formal Qualifications	
	<ul style="list-style-type: none"> • None specified
2. Experience	
	<ul style="list-style-type: none"> • A proven track record (minimum 2 years) of exceeding sales targets in a client-facing, target-driven sales environment • Proven ability to build and maintain Client relationships
3. Skills & Knowledge	
	<ul style="list-style-type: none"> • Knowledge of the full sales lifecycle • Excellent presentation and negotiation skills • Excellent communication skills, both written and verbal • Strong listening skills, ability to understand and focus on customer needs • Influencing skills • Competent IT skills to include experience of: <ul style="list-style-type: none"> ○ Using ACT database (or similar) as a sales tracking and recording tool ○ Producing clear written communications in Microsoft Word ○ Producing and analysing data in Microsoft Excel ○ Email applications such as Microsoft Outlook
4. Personal Qualities	
	<ul style="list-style-type: none"> • Strong self-motivation, drive and energy • A relationship-builder • A team player who can motivate and inspire others to achieve excellence • A professional attitude and polished appearance • Articulate, amenable with a sense of humour • A positive approach and a “can-do” attitude • A proven commitment to the provision and delivery of excellent customer service • Ability to work under pressure • Analytical approach • Organisational skills • Integrity and initiative • Commercial acumen • Flexibility with regards to working hours and patterns of working to include weekend working
Desirable Criteria	
1	Previous experience in a similar role in a sporting environment



Business Development Executive

**Sussex County Cricket Club
Full-time 35 hours per week + match days**

£18K - £20K basic dependent on experience + target related bonus scheme

An opportunity has arisen to work for one of the most successful Cricket Clubs in the country. We are looking for a highly motivated Business Development Executive with a proven track record of success to grow our commercial match and non-match revenue within all areas of the business. The role is diverse and will involve selling our corporate portfolio which includes anything from hospitality, match day sponsorship through to program advertising. This is a fantastic opportunity for a strong salesperson looking for career progression into the sporting environment. Proven sales experience (minimum 2 years) is essential and contacts within the Sussex area would be useful but this is not essential. Previous experience in and knowledge of the Sports Industry would be a distinct advantage.

Dec 2009