



NORTHAMPTON SAINTS RFC

## HOSPITALITY SALES EXECUTIVE

### JOB DESCRIPTION

**Department**

Commercial Department

**Reports to**

Head of Hospitality

**Location**

cinch Stadium at Franklin's Gardens

**BACKGROUND:**

Northampton Saints is one of Europe's leading professional rugby clubs. It has a proud tradition as a club going back over 140 years and in the modern era of professionalism has consistently performed at the highest level, winning both the key European and English Championships.

The Club has also been highly successful in its off-field activities with a wide ranging commercial strategy supported by infrastructure investment to ensure cinch Stadium at Franklin's Gardens has become not only a fantastic elite rugby ground, but also a leading multi-purpose events facility.

For more information visit: [www.northamptonsaints.co.uk](http://www.northamptonsaints.co.uk).

**REMIT:**

The Sales Executive is a key role within the Northampton Saints Commercial team. The primary focus is to generate revenue for the hospitality department from both new and existing customers.

**Main responsibilities:**

- Develop a good understanding of the NRFC hospitality portfolio
- Achieve sales targets set by the Head of Hospitality
- Proactively generate leads through networking and in-depth research
- Build and maintain an extensive CRM database
- Manage personal sales pipeline
- Update weekly reports including personal sales activity
- Make outbound telephone calls to existing and prospect customers
- Create and attend appointments with both new and existing clients
- Proactively drive player sponsorship sales and group ticket sales to corporate clients
- Identify opportunities to sell to other products from within the Saints portfolio including events, conferences, and partnerships

- Covert inbound telephone and email sales leads
- Maintain strong relationships with existing customers to maximise both customer satisfaction and revenue potential
- Efficiently process customer bookings
- Ensure high standards of match day hospitality delivery, working with other departments across the club and key third-party partners (e.g., the Club's catering partner Levy/Compass)
- Assist in event operations and delivery as required
- Participate in all aspects of training and development activities as directed to improve sales capabilities and wider skills
- Participate in weekly departmental meetings
- Undertake such other duties as required which are consistent with the responsibilities of the post and the needs of the club

**Person Specifications:**

- Strong track record in sales
- Ability to work autonomously and be held accountable
- Results driven; thrives on challenge
- Desire to exceed sales and revenue targets
- High standards around operational delivery and customer satisfaction
- Excellent interpersonal skills and first-class customer engagement skills
- Positive and resilient, able to balance multiple priorities and remain focused
- Personal circumstances must allow the candidate to work extended hours on occasion during times of peak activity including evenings and weekends
- Understanding of rugby and its environment would be advantageous

**Other:**

- The role description, person specification, role grade and role title may be subject to change at the discretion of Northampton Saints and in accordance with business developments. Any changes will be communicated to the role holder as appropriate.
- Northampton Saints is an equal opportunities employer and would welcome applications from a fully diverse range of candidates, regardless of age, gender, ethnicity, sexual orientation, faith or disability.
- All role holders must maintain an appropriate standard of confidentiality. Any disclosures of confidential information (including personal information kept on computer or other media) made unlawfully outside the proper course of duty will be treated as a serious disciplinary offence.

**APPLICATION:**

Please send CV and covering letter by email to [recruitment@northamptonsaints.co.uk](mailto:recruitment@northamptonsaints.co.uk), stating "Hospitality Sales Executive" in the subject line before 5pm on Monday 10 January, 2022.

If you are interested in joining the team at Northampton Saints, don't wait to submit your application. We apply a continuous selection process and the job post will be open until the position is filled.