



NORTHAMPTON SAINTS RFC

## COMMUNITY BUSINESS DEVELOPMENT EXECUTIVE

### JOB DESCRIPTION

**Department**

Community Department

**Reports to**

Head of Community

**Location**

Franklin's Gardens

**REMIT:**

Northampton Saints are looking for a highly motivated Business Development Executive to join our Community Department.

The key focus for this role will be to develop and implement growth strategies to drive revenue and engagement across our rugby camps, schools coaching and education services, and matchday group ticketing events.

Successful applicants will need to understand how to identify and research a new market opportunity, but also know what it takes to work within a team to realise that opportunity.

Great interpersonal and communication skills are a must as the successful candidate will be the first point of contact with key stakeholders and will be liaising directly with clients on a daily basis.

**RESPONSIBILITIES:**

- Work with the ticketing department to develop a sales strategy for matchday group ticket sales.
- Work in collaboration with the Programme Manager and regional Rugby Development Officer's to support on local programme sales
- Establish, develop, and maintain positive business and customer relationships
- Work with Head of Community to review current and past financial data, such as sales reports, and create strategies to drive revenue and increase engagement in response
- Create and improve proposals for new and existing clients.

- Prepare the department sales report and progress towards revenue targets
- Develop and deliver pitches for potential customers
- Work in collaboration with Northampton Saints Foundation to align marketing campaigns and support sales of Foundation schools' programmes
- Operational and administrative activities to support the delivery of sales and events within the Community team

**THE SUCCESSFUL CANDIDATE WILL:**

- Have a creative and adaptable approach to sales
- Have excellent interpersonal skills to support strong relationships with stakeholders
- Have strong attention to detail
- Have a competent knowledge of Microsoft Office
- Excellent written and verbal communication
- Ability to self-organise and work to deadlines

**APPLICATION:**

To apply, please submit your CV with a covering letter to [nickythompson@northamptonsaints.co.uk](mailto:nickythompson@northamptonsaints.co.uk).

**Closing date:** 30<sup>th</sup> April 2021