



Job Description

Partnership Sales Manager

To support Essex Cricket in its vision to be the Number 1 Cricket Region, whilst providing the Opportunity for every individual to Fly Like and Eagle.

Reports to: Partnership Sales Manager

Hours of work: 37.5, Unsociable Hours will be required

Essex Cricket

Relates to Essex County Cricket Club, Essex Cricket in the Community, Essex Cricket Foundation

Purpose

- **To maximise the opportunities around generating income to Essex Cricket and creating a sustainable pipeline of partners to support the ambition of the club.**

Main Tasks

- **Responsibility for the Partnership building for Essex Cricket,**
Establish and nurture strong relationships with key decision-makers at partner companies, understanding their business needs for aligning them with Essex Cricket offering
- **Responsibility for the Partnership relationship management,**
Establish a strong communication and CRM plan for the activation, management and retention of partners, making each partner feel a strong connection to Essex Cricket,
- **Responsibility for the sales strategy development**
Collaborate with internal teams to develop sales strategies and plans specifically targeted towards partner channels, clear focus around supporting the development of a Product, Narrative and Sales plan, this will include managing the sales executive.
- **Partner recruitment and onboarding**
Identify and recruit potential new partners that align with Essex Cricket strategic goals and purpose, and guide them through the onboarding process,
- **Sales Pipeline Management**
Monitor partner sales pipelines, identify potential gaps, and work with partners to proactively address them, ensuring consistent sales momentum, set the sales targets around pipeline development
- **Deal negotiation and Closure**
Work with partners to create clear deals that align with all company guidelines

Communication

- Responsibility for the communication with partners and clients,
- Responsibility for the communication to all internal and external stakeholders around Partners deals
- Responsibility for the internal communication of sales to the Events, Marketing and Comms teams,
- Responsibility for attending and promoting the products of Essex Cricket

Sales / Pipeline Development

- To manage the development of a clear pipeline of partners,
- To create a full 360 customer pipeline spreadsheet for clarity of partner and role
- To create connection and strategic planning around future partners.
- To create a strong retention plan within the pipeline
- Manage sales process, including lead generation, qualification, negotiation, and closing

**Innovation**

- To manage the strategic action plan for partners and sales,
- To continue to develop the action plan around engaging with new partners,
- To manage the update of the Sales process
- To manage the strategic thinking with the ability to develop effective sales plans and identify new partnership opportunities

Developing People/Working with Others

- Strong communication with other key departments to manage sales activations
- Support the partnership activation on non and match days
- Support with activation of the ground on key days

Setting Direction

- Create a strong partnership and sales strategy
- Ensure operational activities meet administrative requirements, in respect of health and safety, legal stipulations, environmental policies, and general responsibilities of duty of care, in addition to the Club's best practice
- Champion customer focus throughout the business

Person Specification

- Ambitious, driven and self-motivated
- Strong leadership Skills
- Strong communication skills
- Strong experience in sales of a range of products,
- Strong team players with the ability to engage people,
- Strong business acumen and analytical skills,

Knowledge, Skills and Attributes:

- Proven experience in sales management, preferably within a sporting landscape
- Strong relationship building and interpersonal skills to cultivate successful partnerships
- Excellent communication and presentation skills to effectively convey information to partners
- Natural creative and innovative flair with a genuine love of sales
- Collaborative and directive time management skills
- Proficiency in CRM systems to track partner activities and sales pipeline
- Outstanding communication and presentation skills, including the ability to actively listen
- Knowledge of Excel, Word and Microsoft Outlook
- Flexibility on working hours
- Ability to multi-task
- Professional, motivated, driven, flexible and enthusiastic
- Works consistently to high standards
- Works on own initiative and under pressure
- Ability to innovate solutions and effectively prioritise workload
- Strives to continuously learn and develop self and team
- Completes and finishes projects and tasks on time and to brief
- Able to build and maintain a close working relationship with partners and colleagues
- Result and target driven



Location: the Ambassador Cruise Line Ground, New Writtle Street Chelmsford CM2 0PG
<ul style="list-style-type: none">• Personal Qualities/Competences• A strong and authentic leader• A genuine and effective people manager• Resilient• A commitment to learning (own and others)• Diplomatic approach• An effective listener• Strong communication skills: an engaging public speaker; articulate in both written and spoken language• An effective delegator with a commitment to empower others• A commitment to continuous improvement• An effective decision-maker• An excellent influencer and negotiator• Ability to inspire and motivate others• Sound independent judgment• Honesty, integrity & accountability• Ability to balance conflicting priorities and manage own time effectively
<i>This role profile is not exhaustive; it will be subject to periodic review and may be amended to meet the changing needs of the business. The post holder will be expected to participate in this process, and we would aim to reach agreement to the changes.</i>