



Job Description

Sales Executive

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 drive the sales of the products across Essex Cricket,**

Main Tasks

- shared responsibility for the generation of sales for all Essex Cricket products and partnership deals.
- Shared responsibility for the generation of sales for all Essex Cricket inventory,
- Responsibility for generation of matchday hospitality, non-match day events and conferences, to include existing clients, re-activation of lapsed clients and be proactive in seeking new business sales,
- Responsibility for supporting the development of pipeline of clients and partners and to support the retention of the existing clients.
- Managing sales pipeline for all sales enquiries and ensure data is captured in the online data management system which is currently Events 500.
- Support with delivery of match day and non-match day events,

Communication

- Responsibility for the communication with partners and clients,
- Responsibility for the update of the Events 500 system to manage tracking of partners and clients
- 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

- Shared responsibility for monitoring and tracking contacts and calls made each day / week,
- Shared responsibility for the administration and management around the systems around pipelines,

Innovation

- Outbound calling and contacts to existing, new and potential clients,
- Positively engage with external networking events that can create a pipeline of engagement,
- Work closely with the Events and Marketing teams to create strong product narrative,

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 narrative around each product and a the key target markets to focus on
- 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 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:

- Natural creative and innovative flair with a genuine love of sales
- Collaborative and directive time management skills
- 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

- 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

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.