



Job Description

Job Title	Commercial Sales Executive	Reports to	Managing Director
Job Location	AJ Bell Stadium, 1 Stadium Way, Salford, M30 7EY Requirement to work weekends, evenings and be able to travel to away fixtures		
Description			
<p>Salford Red Devils are a community focused professional sports team playing top level rugby league in the Super League. As a commercial team we are driven in our desire to be recognised as one of the best commercial operations in the sport, and by our purpose to engage with our fans, wider fans of the sport generally and with the people of Salford and Greater Manchester.</p> <p>The commercial team are responsible for generating commercial revenue and managing stakeholder relationships. To achieve this goal, the team continuously tests new ideas and learns from the outcomes that we can use to deliver additional value to our partners.</p> <p>The team is resourceful, engaged, driven and supportive of one another to achieve its goals and to raise the profile of Salford Red Devils to the fans, and our standing amongst our peers.</p>			
Purpose of Role			
Your focus will be to lead and manage the development of the acquisition pipeline through to the closing of new business against departmental revenue targets for partnerships/sponsorship and hospitality. To achieve this goal, you will cold call and develop relationships with prospective partners and sponsors. You will outline the benefits and potential posed by partnering with Salford Red Devils and ultimately close new business and promote our hospitality offering to businesses.			
Key Responsibilities			
<p><u>Acquisition</u></p> <p>Full sales cycle ownership Identify and target new commercial prospects Achieve revenue targets through proactive sales, including generating and attending client meetings Responsible for meeting and corresponding with all potential clients, and converting to contract signed Provide accurate weekly sales and activity reports Revenue targets against partnerships/sponsorship and hospitality sales</p> <p><u>Matchday</u></p> <p>Host prospects at matches When not hosting prospects, support with the matchday operations across hospitality or wherever else is required</p>			

Person Specification

	Essential	Preferred
Qualifications & Experience	<p>Proven sales experience in a B2B setting</p> <p>Experience selling to CEOs, Directors and/or senior management</p> <p>Proven deal negotiation and closing experience</p> <p>Experience and understanding of the sale process</p>	<p>Experience of working in a sports environment, but not essential</p>
Training, Skills and Knowledge	<p>Excellent communication skills, both orally and written</p> <p>Strong interpersonal skills, including listening, negotiation and objection handling</p> <p>Fully qualified driving license</p> <p>Capable using Microsoft Office, and in particular Word, PowerPoint, Outlook and Teams</p>	
Personal Qualities	<p>Driven to succeed and ambitious to develop career</p> <p>Fearless in reaching out to prospects</p> <p>Resilient when being dealt setbacks and rejection</p> <p>Excellent time management and prioritisation skills</p> <p>Proactive and a 'self- starter'</p> <p>Flexibility to work evenings, weekends and travel to all matchdays as required</p>	<p>Desire to develop a career in the sports industry</p>

Please forward CV and covering letter to joanne.hawkins@salfordreddevils.net