



JOB TITLE Senior Business Development Executive

DEPARTMENT Business Development

RESPONSIBLE TO Business Development Manager

RESPONSIBLE FOR This role currently has no direct reports

JOB SUMMARY

Work with the Business Development Manager to proactively build business, with a focus on hospitality, through identification of new business opportunities and outbound sales activity, adhering to the Clubs sales strategy to achieve and exceed revenue targets.

ROLE RESPONSIBILITIES

- Work with Business Development Manager to design and implement a strategic sales plan for all Commercial areas of the Business to ensure targets are achieved and exceeded;
- Collaborate with marketing team to develop the online strategy and techniques to deliver new product development;
- Work collaboratively with other Business Development team members, and NUFC's catering partner as required, to support initiatives that arise from the strategic sales plan;
- Create accurate sales forecasting and reports to assist the Hospitality Manager;
- Maintain full knowledge of all commercial opportunities to identify and develop business opportunities;
- Identify and develop relationships to grow business with prospective and existing customers;
- Identify and explore new emerging markets and target clients;
- Maximise business development opportunities by forming important business connections through strong networking;
- Work with clients to produce customised business proposals / solutions based on prospective clients' specific needs;
- Ensure that overall Business Development targets are achieved and exceeded;
- Produce a weekly activity report of sales, appointments and networking events – ensuring that a pre-agreed level of weekly sales calls are taken off site with new and potential clients are met;
- Attend relevant trade shows / exhibitions to promote the brand and gain valuable business insight;
- Matchday duties, as required on the day, to include building relationships with Club clients and exploring further sales opportunities – with a focus on single match sales and longer term opportunities;
- Support with non-matchday events held at the Stadium;
- Any other reasonable duties.



ROLE REQUIREMENTS

- Perform duties with due regard to club policies and procedures and legislative requirements at all times;
- Ensure implementation of the clubs health & safety, safeguarding, welfare and equality policies to create a safe working environment for all;
- Ensure working practices are compliant with relevant legislation and data protection legislation and/or general data protection regulations (GDPR) requirements;
- Undertake continuous professional development (CPD) training and/or additional training as identified or as required.

QUALIFICATION & TRAINING

Essential

- GCSE English & Maths grade C or above;
- Recognised Selling and/or Negotiating skills qualification;
- Full UK driving licence.

Desirable

- Educated to degree level in Business, Sales or other related field.

KNOWLEDGE, SKILLS & EXPERIENCE

Essential

- Experience in a Sales and/or Sales Negotiation role;
- Sales negotiation skills;
- Proven ability to meet sales targets;
- Strong networking skills;
- Excellent communication and presentation skills, with the ability to clearly and confidently communicate with customers and stakeholders from all levels;
- The ability to deliver results in a multi-tasking environment while working under pressure;
- A desire to work as part of a team to generate fresh and innovative ideas;
- Ability to manage and prioritise own work load with a proactive approach to responsibilities.

Desirable

- Significant experience working in a Sales and/or Sales Negotiation role;
- Previous experience in Stadium hospitality sales;
- Strong local corporate business network.

CRIMINAL RECORD CHECK REQUIREMENT

This role does not require a criminal records check (CRC) deemed suitable by the Club.

Where a role requires a CRC this must be obtained by the Club.



GENERAL STATEMENT

All employees of the Club must at all times carry out their responsibilities with due regards to all policies and procedures and in particular health and safety, confidentiality and data protection.

SAFEGUARDING & WELFARE STATEMENT

The Club is committed to the safeguarding and welfare of all children, young people and adults at risk of harm and requires all staff, volunteers and others associated with the Club to share and endorse this commitment.

As part of this commitment, all staff are expected to undertake regular safeguarding and welfare related training and to ensure the environments in which they work remain safe at all times. This includes ensuring 'best practices' are adopted at all times and incidents or concerns are proactively reported. Safeguarding is considered everybody's responsibility.

EQUALITY, DIVERSITY & INCLUSION STATEMENT

The Club is committed to equality, diversity and inclusion, encapsulated by the Club's brand United As One, and believes in equal opportunities for all. We expect that all staff, volunteers and others associated with the Club share and endorse this commitment in a positive manner. The club does not tolerate any form of direct or indirect discrimination, victimisation or harassment. Your behaviour must align to the principles of equality as outlined in the Clubs equality policy which can be found at www.nufc.co.uk/UnitedAsOne .