

Kent County Cricket Club Limited



Appointment of  
Commercial Sales Executive  
May 2018

This job description is non-contractual and is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.

# Kent County Cricket Club Limited

## Introduction

Founded in 1870, Kent County Cricket Club is an English county cricket club, based in Canterbury. Kent has a long history in cricket; the first recorded inter-county match took place in 1709 between Kent and Surrey.

The club has always been a dominant force in English cricket and in particular enjoyed two periods of extreme success: the first in the years before World War I, when in the space of eight seasons were county champions four times, and the second in the 1970s when, during a golden period, 10 trophies were won.

The Club's long-term plan seeks to maintain the traditions long associated with the club, and to uphold the reputation of Kent as one of the leading cricketing counties in the country. This goal in a moving world has required change and innovation. Reliance solely on a traditional approach was threatening the sustainable future of the club.

Exciting developments have seen considerable enhancements to the club's infrastructure at The Spitfire Ground, St Lawrence and The County Ground, Beckenham. This coupled with a much-improved commercial picture and exciting advances in player development point to a positive future for Kent.

The Club has responsibility for all community cricket in Kent, meaning that it is the delivery hub for all men's and women's cricket countywide. Kent has a rich heritage of recreational cricket with the county having the second highest number of players in the UK. The county is also bucking the national trend of declining levels of participation.

Every person involved in cricket in Kent wants to ensure that the rich heritage we have been handed is maintained, nurtured and enhanced by us. The strategies in place are focused to ensure that Kent is a dominant County in relation to on-field success. The necessary ingredients to achieve that are financial stability, talent development, good management and community engagement.

Kent Cricket is at a critical phase in its history. It is crucial that we must build on the achievements of the past, the recent progress and move forward to ensure that cricket in Kent not only continues to prosper but is a leader in all aspects of cricket.

# Kent County Cricket Club Limited

**Responsible to:            Commercial Director**

Kent County Cricket Club have a unique, exciting opportunity for a successful Commercial Sales Executive to join our Commercial Team.

## **Main Duties and Responsibilities**

- To work closely with our Commercial Director to effectively deliver the Sales Strategy in line with the Club's targets and KPI's.
- To be responsible for proactive and reactive sales of sponsorship, branding, advertising and Team Kent Business Club Membership packages for both The Spitfire Ground, Canterbury and The County Ground, Beckenham.
- Continuously add business leads into the sales pipeline through cold calls, referrals and networking.
- Accurately record all data and bookings into our Internal Systems, ensuring an easy handover to our fulfilment team.
- Accurately report on all Commercial Sales in line with your set KPI's.
- Attend client visits throughout Kent, East Sussex and London as well as make cold calls by telephone.
- Organise networking events for the Team Kent Business Club Members, Sponsors and Partners.
- Attend external networking events.
- Entertaining and looking after Sponsors, Partners and Team Kent Business Club Members on match days.
- Other duties as directed by the Commercial Director.

# Kent County Cricket Club Limited

## Person Specification: Commercial Sales Executive

	<b>Minimum</b>	<b>Desirable</b>
<ul style="list-style-type: none"> <li><b>Qualifications</b></li> </ul>	<ul style="list-style-type: none"> <li>A good standard of education</li> <li>GCSE (or equivalent) Maths and English</li> </ul>	GCSE Maths and English grades A-C
<ul style="list-style-type: none"> <li><b>Experience</b></li> </ul>	<ul style="list-style-type: none"> <li>Previously worked to targets</li> <li>Relevant sales experience in a target driven role</li> <li>A proven track record of achieving new business sales</li> </ul>	Minimum of one year in a sales environment
<ul style="list-style-type: none"> <li><b>Skills and Abilities</b></li> </ul>	<ul style="list-style-type: none"> <li>Excellent written and verbal communication skills</li> <li>Aptitude for IT</li> <li>Excellent inter-personal skills</li> <li>Self-motivated</li> <li>Strong organisational and planning skills</li> <li>Able to adapt to changing priorities and manage deadlines</li> </ul>	
<ul style="list-style-type: none"> <li><b>Communication skills</b></li> </ul>	<ul style="list-style-type: none"> <li>Strong rapport building skills with the ability to make instant decisions.</li> <li>High standard of spoken and written English</li> <li>Excellent telephone and face to face communication skills</li> </ul>	Experienced in making presentations at all levels
<ul style="list-style-type: none"> <li><b>Personal Qualities</b></li> </ul>	<ul style="list-style-type: none"> <li>Initiative</li> <li>Good eye for detail</li> <li>Committed to achieving</li> <li>Keen to learn and develop</li> <li>Able to maintain professional boundaries and confidentiality</li> <li>Can do attitude</li> <li>Flexible and motivated</li> <li>Team Player</li> </ul>	

# Kent County Cricket Club Limited

## Remuneration

Excellent package based on experience.

## Appointment Process

Kent County Cricket Club welcomes applications from a fully diverse range of candidates, regardless of age, gender, ethnicity, sexual orientation, faith or disability.

In order to apply, please send full curriculum vitae with relevant biographical details (including current remuneration) and a covering letter with a personal statement on your qualification for the role.

Candidates should also send names and contact details for at least two referees (referees will not be contacted until final interview stage).

Applications should be sent as follows:

By email: [emma.santer.kent@ecb.co.uk](mailto:emma.santer.kent@ecb.co.uk)

Post: Emma Santer  
Kent County Cricket Club  
The Spitfire Ground, St Lawrence  
Old Dover Road  
CANTERBURY  
Kent CT1 3NZ

The deadline for receipt of applications is close of play (1700hrs) on Friday 1<sup>st</sup> June 2018. Please mark all correspondence "Private and Confidential".

All applications will be acknowledged and will be interviewed by a duly constituted Appointments Panel. You will be notified shortly after 1 June 2018 if you have been selected for interview. Interviews are likely to take place week commencing 4 June 2018.

Appointment will be subject to satisfactory references and a satisfactory Disclosure from the Disclosure and Barring Service. Having a criminal record will not necessarily preclude you from being appointed, this depends on the nature of the offences and other relevant considerations.

**Prepared by Kent County Cricket Club, May 2018**