



BUSINESS DEVELOPMENT SALES EXECUTIVE

Full-time role based mainly in Canterbury – salary £25,000 plus £3,000 OTE

Kent Cricket is one of only 18 professional cricket clubs in England and Wales. Established in 1870, and still a Members' Club, Kent has been a force in English cricket for over 150 years. 2021 saw our Men's team winning the Vitality Blast T20 tournament and Kent Women winning the Women's County T20 South East Group and Women's London Championship titles.

Kent Cricket is entering an exciting phase as we look to build on our success. Key to our future growth is the development of strong partnerships with a larger number commercial and community organisations. We will need to work collaboratively across community cricket and professional cricket to grow our revenue streams and increase the positive impact we have on our communities across Kent.

We are able to do this because we are responsible for cricket at levels across the county, from the grass roots game played in schools, park and clubs to elite Men's and Women's cricket played at The Spitfire Ground, Canterbury and The County Ground, Beckenham. This gives us a genuine opportunity to bring our partnerships to life and ensure we deliver first class outcomes and value for partners.

We have an exciting opportunity in our Partnerships team for a commercially minded and energetic team player with at least two years' work experience who is looking to work within the professional sports industry. The Business Development Sales Executive will support the Director of Partnerships in achieving our sales and business development targets - including hospitality and sponsorship sales - developing new commercial and community partnerships and ensuring that our partners become long term and committed partners by ensuring that everything we promise is delivered at the highest possible standard.

Applicants should enjoy working in a fast-moving environment and have an eye for spotting an opportunity to grow the business and generate new sales. They will need excellent planning and organisational skills and be able to develop good relationships with our partners.

The role will work towards ensuring the delivery and activation of all Kent Cricket partnerships rights for our Principal, Elite, Community and Team Kent Business Club Partners, whilst also making the best environment for renewals and growth of partnerships. Additional responsibilities include, but are not limited to:

- Identify and secure new business, recognise opportunities to expand the work we do, increase investment levels with current partners, and proactively sell matchday hospitality packages, including repeat bookings
- Ensure that the administration of matchday hospitality is undertaken accurately and ensure that partners are welcomed and enjoy their experience during each home match
- Ensure all partnership agreements are delivered and fulfilled, with all associated benefits successfully executed giving our partners a return on their investment



- Develop a program of marketing, events and promotional activities alongside the Director of Partnerships and Marketing and Communications Manager to make sure all partnership rights are delivered
- Ensure that the Kent Cricket 'brand' is always represented correctly, and corporate guidelines are followed, and that partners brand guidelines are followed by all at the club
- Assist and support the delivery of club events and match days when required and contribute to and support other departmental work as appropriate

Personal Attributes:

- Minimum 2 to 3 years proven track record in a customer facing role in sales, customer service, relationship management and/or business development
- Understanding of professional sport, ideally cricket, including the importance of sponsorship, hospitality and business administration
- Proven experience dealing with a broad workload, whilst managing the expectations of various partners
- Proficient in Microsoft Office, including Outlook, Word, Excel and Powerpoint
- Excellent verbal and written communication skills at all levels
- Ability to be flexible with working hours and patterns of working and to work as part of a wider team
- Full UK driving licence
- Eligible to work in the UK

Equal Opportunities in Employment Policy Statement:

We're committed to creating an inclusive workplace that promotes and values diversity. Companies that are diverse in age, gender identity, race, sexual orientation, physical or mental ability, ethnicity, and perspective are proven to be better companies. More importantly, creating an environment where everyone, from any background, can do their best work is the right thing to do and we therefore encourage applications from all sections of the community.

Terms:

- Full-time role
- Salary: £25K basic plus £3K OTE
- This role is office based and will be based at The Spitfire Ground, Canterbury but will be required to also work at The County Ground, Beckenham when required

How to apply:

Please submit your CV and a short (maximum 150 words) statement of support stating why you are the ideal candidate for the role - to our Director of Partnerships via andy.griffiths@kentcricket.co.uk with a subject heading of Business Development Sales Executive.

Applications close at 17:00hrs on Friday 28 January 2022.