



Old Trafford

Sales Executive Hospitality

Salary commensurate with experience (plus benefits and bonus)

Emirates Old Trafford, home to Lancashire Cricket Club, is an all-encompassing, world-class venue for sport, business and leisure.

Boasting major international cricket matches, renowned concerts such as Ariana Grande's 'One Love Manchester', quality conference and event facilities for up to 2,000 delegates and a unique four-star Hilton Garden Inn, it's a hive of activity.

High-profile international cricket matches will see more than one million visitors to the ground, over the course of 61 days between the years 2020-24, including an Ashes Test in 2023. The direct economic benefit to Manchester is estimated to be worth over £83 million.

The world's stage will soon turn to Emirates Old Trafford once again as it hosts six ICC World Cup fixtures, followed by the fourth Ashes Test in September - bringing approximately 222,000 visitors to the stadium for international cricket in 2019.

We are currently recruiting for a sales executive who will be responsible for generating new sales, increasing revenues and achieving targets for all ticket-inclusive premium ticketing product (hospitality, VIP, ticket-inclusive hotel bedroom packages, through the acquisition and development of new and existing premium ticketing clients.

Key Responsibilities

- Achieve and exceed weekly, quarterly and overall individual and department sales targets, and other key performance indicators (including, but not limited to revenue targets, meetings, and number of calls per day), for ticket-inclusive premium product that includes:
 - Annual international cricket matches, including the Ashes in 2019 and 2023
 - ICC Cricket World Cup 2019
 - All domestic cricket fixtures (Specsavers County Championship, Royal London One Day Cup and the Vitality Blast)
 - Music concerts
- Create, maintain and develop strong key client relationships, both new and existing, to optimise retention and use initiative in identifying incremental revenue opportunities that can be secured for wider business, which will include post-event contact, matchday/event day liaison and networking events
- Support the Senior Sales Executive and other wider team members to help achieve sales and budgetary targets, collaborative working, sharing of ideas and challenging the way of working to ensure overall aims are achieved
- Action all relevant responsibilities from within the agreed department sales plan, which as well as sales and revenues accountabilities, includes research and sourcing new leads from existing data infrastructure, as well as new

Key to the role

The ideal candidate will have an open minded and creative approach to hospitality sales and premium ticketing. They will also have a passion for business lead generation, development of new business and active retention of the current client database. The individual must have a hands on attitude to selling and a practical approach to problem solving to achieve and exceed all targets set.

Essential skills and experience

- Relevant degree or qualification or the equivalent professional experience
- Proven personality and desire to achieve in the role and deliver against agreed new leads and sales targets
- Self-motivated and results driven

- Evidence of successful cold call telemarketing experience or the desire and approach to succeed in this environment
- Excellent interpersonal, communication and organisational skills with the ability to work in a team environment in addition to working under your own initiative
- Strong IT skills – Microsoft Word, Excel, PowerPoint

Take a look at the Job Description and if you have the relevant skills and experience, and wish to apply for this role please send your CV with current salary details to Alex Bullough, Staffing Manager, LCC at humanresources@lancashirecricket.co.uk. Closing date for applications 10th August 2018.