



Old Trafford

Sales Executive Group Tickets

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 professional with previous experience or relevant qualifications to successfully implement the group ticket sales plan for Lancashire Cricket and Emirates Old Trafford across domestic and international cricket and major tournaments. This will include domestic T20 matches, other domestic cricket fixtures, the ICC Cricket World Cup and the Ashes.

Key Responsibilities

- Achieve and exceed sales targets and other key performance indicators which will include developing new customers and growth of the existing client base for all hospitality and premium ticketing products on offer.
- Research, source and create new sales opportunities to drive maximum revenues for the department, working individually and collectively as part of the wider hospitality sales team.
- Proactively create outbound sales to agreed target audiences including companies, tour operators, social groups, professional and amateur cricket clubs, schools and incentive groups.
- Work alongside the Business Development Manager (Premium Ticketing and Corporate Accounts) in creating and developing the group ticketing product and experience to ensure maximum value and repeat business.
- Assist with wider ticketing and business development activity where appropriate and required.
- Co-ordinate with other sales individuals, including reactive C&E sales, proactive C&E business development and other commercial individuals, to ensure clear and concise communication and positive commercial progress.
- Create, maintain and develop strong key client relationships, both new and existing, to optimize retention and use initiative in identifying incremental revenue opportunities that can be secured for wider business.

Key to the role

The ideal candidate will have a background in a high performing sales team with evidence of successful cold call telemarketing and face to face sales experience. A practical approach to problem solving and a multi-task in a highly pressured environment is also an important aspect to this role. Attitude and ability to successfully deliver within the wider team is essential.

Essential skills and experience

- A minimum of one year experience of working in a high performing sales team
- Proven experience of exceeding new sales targets in a pro-active B2B and/or B2C role
- Knowledge of the creation, implementation and monitoring/reporting of sales and lead generation plans
- Self-motivated and results driven

- 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.