

Job Description

Job Title: Digital Retail Sales Executive

Name of Jobholder:

Reports to (title): Head of Commercial Operations

Department: Operations

Salary: £25,000

Hours of Work: 35 hours Monday to Friday

Date: December 2020

Main Purpose of the Job

Reporting to Lancashire Cricket's Head of Commercial Operations this role is responsible for the Digital Retail Experience and in ensuring improvement in all Key Metrics within e-Commerce at Emirates Old Trafford.

This role is key to providing positive results for Retail and will develop market knowledge to drive sales through all product lines. Managing stock levels and requirements, ensuring a stock take is undertaken.

Working with other departments such as Marketing, this role is key in responding to trends and opportunities on our digital platforms to improve average spend per head or basket size.

Working alongside the Commercial Analyst this role supports the Head of Commercial Operations in ensuring that every member of the Lancashire Cricket team understand the importance of Revenue, Yield Management and Margin maximisation (RYMM) and are focused on it at every decision.

Specifically, this role will utilize all available data to allow the business to drive positive financial results across the Hotel, Conference & Events, Café Nero, parking and Retail P&L, Yield Management, and training with new revenue potential through CAPEX or Second Gate plans, focusing on investment appraisals and ROI.

This individual will support the weekly trading meetings focused on data from the Digital platforms with an aim to work on a few key focus points.

Principle Responsibilities:

(the major end results the job is expected to achieve)

In co-ordination with the Marketing department, be responsible for identifying all e-commerce opportunities to provide positive financial results for The Club.

Use website data (such as sales by product line, bounce rates and basket size) to develop new retail strategies and drive sales in co-ordination with the Head of Commercial Operations.

Work closely with all departments (such as Finance, Hotel, C&E, Ticketing) to build relationships with the teams and ascertain what information we have available, using this information to drive the Digital Retail Experience.

Be aware of our Partner's/Sponsors Brand requirements and ensure actions are in line with Lancashire Cricket brand strategies.

Manage the online store in co-ordination with the Head of Commercial Operations and report on product performance.

Work with the wider Lancashire Cricket team to support the online content strategy based on customer and competitive insights, brand strategy and e-commerce goals and initiatives, and continuously test changes to determine impact to the overall customer experience and conversion

Work closely with the Head of Commercial Operations and Commercial Analyst to identify trends and opportunities to improve revenue and overall contribution.

Create and build any reports required for the benefit of the business, such as but not limited to source of business.

Assist with the preparations of Weekly Trading Meetings and Monthly Business Reviews.

Support the Head of Commercial Operations in P&L analysis and in any data capture from P&L reviews, to ensure continued improvements in performance.

Work closely with the Commercial Analyst and Kit Administration to support the Head of Commercial Operations in all goals and aims.

Support the Head of Commercial Operations in driving greater system integration to improve MI.

Provide support to the Head of Commercial Operations as required with any business-related matters.

Knowledge / Experience / Skills Needed

(the expertise needed to perform the job to the required standard)

Excellent analytical skills with strong experience of working in product sales.

Excellent and advanced Excel (or similar programme) skills.

Proven track record in the preparation of details cross platform analysis.

Proven track record of Digital Retail experience.

Self-motivated and driven to provide new ways of working to improve all aspects of Commercial Operations.

Experience in the Hospitality Sector, ideally a Sports or Event based Venue preferred.

Knowledge of a Hotel and Conference, Events business and the system/financial make up of such.

Ability to communicate at Executive Team level

Excellent communication and interpersonal skills, a team player with strong influencing skills

Strong organizational and time management skills, able to manage multiple projects and deadlines

Strong interest and knowledge of data capture to enable decision making

High levels of energy and a flexible approach to working hours

Assignment and planning of work

(who will assign work to the person)

Work is assigned by the Head of Commercial Operations. It is envisaged that this role will have to create new reporting and product lines therefore some of the workload will have to come from themselves too.

Almost all areas of this role require good planning in advance and require approval from the Head of Commercial Operations.

Agreed and signed by

Jobholder

Manager

Date

Date to be reviewed
