

Digital Retail Sales Executive

Salary £25,000 per annum

Emirates Old Trafford, the Home of Lancashire Cricket is a world class multi-purpose Venue. This role is an exciting opportunity for an individual to join the Commercial Operations Team to drive business across our Retail platforms.

As Digital Retail Sales Executive, you will be responsible for Retail web sales and will work closely with the Head of Commercial Operations and other key individuals (such as the Retail Supervisor) to ensure positive results are delivered across (and the development of) the Club's Retail platforms and in identifying future opportunities.

Key Responsibilities

- 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, Guest Experience) to build relationships with the teams and ascertain what information we have available, using this information to drive the Digital Retail Experience.
- 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.
- Support the Head of Commercial Operations in P&L and data analysis and in any data capture from P&L reviews, to ensure continued improvements in performance along with supporting preparation for Trading Meetings and working closely with the Commercial Operations team in achieving goals set.

Essential Requirements

- Excellent analytical skills with strong experience of working in product sales.
- Proven track record in Digital Retail Sales, cross-platform.
- 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 along with knowledge of a Hotel and Conference, Events business and the system/financial make up of such.
- Excellent communication and interpersonal skills, a team player with strong influencing skills with strong organizational and time management skills, able to manage multiple projects and deadlines

Please take a look at the full job description and if you have the experience and skills and a passion for making change and the enthusiasm and energy levels to engage and achieve this, please submit your written application, with current salary, including covering letter and CV outlining why you should be considered for the role. Please send to Alex Bullough, Recruitment and Training Manager at careers@lancashirecricket.co.uk.

Closing date for applications is 15 January 2021, with first interviews commencing from 21 January 2021.



Lancashire
Cricket

Please note applicants will not be contacted until after the application closing date.