



Job Description	
Job Title	Sales Co-ordinator
Hours of Work	Standard working week of a minimum of 40 hours, excluding meal breaks of half an hour daily. In addition, you may be required to work outside of normal office hours, at evenings, weekends and on bank holidays and on public holidays for match days and events plus additional hours as and when required to meet the demands of the business.
Location	The Pirelli Stadium, Princess Way, Burton on Trent, Staffs DE13 0AR
Responsible to	Commercial Director
Responsible for	<p>Reporting to the Commercial Director the role and responsibilities will be in raising our profile in generating, developing, and maximising potential sales enquiries in relation to advertising and sponsorship, and will include promoting our conference, banqueting and corporate hospitality and to continually enhance and develop key relationships with current and new partners both on site at the Club through telephone networking, and out and about visiting businesses and individuals within the community.</p> <p>Working to a specified plan to process and monitor customer sales to achieve target sales. Operating cross-functionally to develop and implement creative joint business plans. Planning activity and negotiating contracts which drive incremental value and loyalty for both parties.</p> <p>To be productive in maintaining all administration required for this role including efficient maintaining of records and databases to keep in line with company systems. Champions, administers and continuously improves the internal sales process. Role models strong commercial discipline.</p> <p>Attends sales meetings to maintain regular updates to the Commercial Department. Self sufficient and resourceful, works well independently and as part of a team.</p>
Contractual Status	Permanent, full time
Duties and responsibilities	<p>Effectively develop and understand the services and facilities available across the whole of the Club's corporate and hospitality business in order to generate new sales and income to potential new customers for advertising and sponsorship, banqueting, conferences, events and other corporate hospitality. Continually seeking out new revenue streams and driving pricing growth, reducing cost base to unlock value where appropriate.</p> <p>Prospect new customers through self generate research in developing and implementing a sales practice and deliver against scheduled plan and on target reporting</p> <p>Aligns the strategy of our partners with our own and knows the key business levers to develop. Listens to and understands our customers and their commercials so that we "talk" their language at every point of contact.</p>





Making calls and setting up appointments to process effectively enquiries from potential customers, including visiting customers where required and maintain high level of customer service in developing long term relationships with both new and existing clients

Recognise, process and follow up leads to secure sales, achieving levels of sales against pre agreed targets.

Provide high levels of customer service to ensure that potential sales enquiries are passed to the Events Team to ensure transition into a successful sales opportunity and demonstrating a hands-on approach liaising with the Events Team to ensure delivery of service to clients to ensure repeat business.

Follow-up enquiries and proposals within agreed timescales and customer preferred method, arrange customer satisfaction meeting to view venue where applicable in order to close sale

Proactive in taking opportunities when dealing with clients to cross sell advertising and sponsorship.

Is recognised externally as a credible partner for business development and brand building.

Undertake research on competitor activity and develop strategies to offset any perceived competitor advantage. Make suggestions to develop and enhance the offering provided by the stadium.

Develop and drive the club's long and short term revenue growth strategies.

Continually enhance and develop key relationships with current and future stakeholders.

Promote best sales practice and setting targets/KPI's and incentives within all departments.

Support team members when required to do so through busy periods in administrating for the purpose of meeting departmental goals and objectives, ensuring effective communication whilst actively offering support when necessary

Is proactive, fast and fit for purpose and has a reputation for making things happen through tenacity, a sense of urgency and a relentless pursuit of our objectives.

Continually improves oneself and is prepared to share "great" continuous development with others.

Holds self and others accountable for our promises and commitments.

Maintain accurate records of customer requirements and filing systems for purpose of documenting information and adherence to the Clubs policies and procedures.

To comply with all aspects of the clubs Health and Safety Policy and arrangements, to enable the company to perform its civil and statutory obligations in relation to Health & Safety.





	<p>The role will require presence on matchdays, assisting the Commercial Director and liaising with officials and other stakeholders as required by the demands of the business.</p> <p>This document is a guide only and should not be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of changing needs of the organisation</p> <p>All employees may be required to undertake any other duties as may be reasonably requested.</p> <p><u>Equality Code of Practice</u> - Burton Albion are committed to ensuring that equality of opportunity is at the very heart of everything we do to ensure we provide fair and non-prejudicial access to the services across the Club. We uphold everyone's freedom of rights and choice to be different and aim to provide opportunities for everyone to succeed. It is the policy of the club that no person, whether job applicant, employee or customer, shall be discriminated against. For full details, please refer to our employees Company Handbook</p>	
Qualification:	Good level of education to GCSE or equivalent	Essential
	NVQ L2 Customer Service	Desirable
Experience:	Minimum of two years previous experience working within a sales focused environment	Essential
	Experience working within a varied and vibrant environment	Essential
Skills & Knowledge:	Able to work within a fast paced dynamic environment	Essential
Qualities:	Excellent communication skills with a high level of customer service satisfaction	Essential
	Possess a 'can-do' attitude and be a proactive team player	Essential
	Strong analysis and decision making skills	Essential

