



Job Description	
Job Title	Sales, Marketing & Advertising Executive
Hours of Work	Standard working week 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	Chairman
Responsible for	To market the services of the Club in relation to the whole of the business for sales, marketing, advertising and hospitality, including co-ordinating and carrying out the essential administration required for all events, conferences, banquets and all our corporate hospitality, all of which are held regularly at the Stadium. Engaging with our existing customers and in addition to develop and win new business in a growing market, to provide high levels of customer service and satisfaction to ensure repeat business.
Contractual Status	Permanent, full time
Duties and responsibilities	<p>Effectively market and understand the services and facilities available at the Club to existing and potential new customers for sales & marketing, hospitality, advertising and sponsorship, banqueting events, conferences, corporate hospitality and all other events</p> <p>Develop and implement a marketing & sales practice and deliver against a specified plan</p> <p>To be pro-active in dealing with enquiries from potential customers, including cold calling where required and develop long term relationships through meetings and telephone contact</p> <p>Follow up leads to secure sales achieving levels of sales against pre agreed targets</p> <p>Provide high levels of customer service and accuracy to ensure that the sale is processed efficiently to the Events team in such a manner as to ensure success, customer satisfaction and therefore, repeat business</p> <p>Enhance opportunities when dealing with clients to cross sell advertising and sponsorship</p> <p>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.</p>





	<p>Develop and drive the club's long and short term revenue growth strategies</p> <p>Continually enhance and develop key relationships with current and future stakeholders</p> <p>Develop an in depth understanding of the club's corporate and hospitality business in order to generate new sales and income and to be responsible for co-ordinating the matchday hospitality match day events for each game and other corporate events</p> <p>Efficiently co-ordinate corporate events reacting promptly to information received ensuring that all departments are made aware of all aspects in regard to the customers matchday experience including any changes to the customer requests</p> <p>Prepare, organise, and distribute all administration duties relevant to the role ensuring records and databases are kept up to date</p> <p>Promote best sales practice and setting targets/KPI's and incentives within the department</p> <p>Additional support:</p> <p>Recognise potential complaint situations and make effective steps to avoid and/or resolve these situations, reporting back all complaints and ideas of merit.</p> <p>Answer telecommunication systems for the purpose of responding to enquiries, screening calls, transferring calls, and/or taking messages</p> <p>Provide cover for front of house role where required, Support team members through busy periods</p> <p>Maintenance of filing systems for a variety of records and/or files for the purpose of documenting information and adherence to the Clubs policies and procedures</p> <p>Prepare a wide variety written materials (e.g. reports, budgets, billings, minutes,) for the purpose of ensuring compliance and/or communicating information and reporting back</p> <p>Process documents and/or materials (e.g. invoices, mail, transcripts, contracts, etc.) for the purpose of updating information and/or ensuring compliance with established regulations</p> <p>Support department personnel and administrators as and when required for the purpose of meeting departmental goals and objectives</p> <p>Continue to make improvements to the working situation and contribute to positive employee relations within the area of work and Burton Albion Football Club as a whole</p> <p>To take reasonable care for the Health and Safety of yourself and other employees and members of the public who may be affected by your acts or omissions at work</p>
--	--





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

Identify and meet the needs of colleagues and our customers, focusing on initiating and welcoming contact and communication whilst striving to deliver first class customer service

Ensure effective communication within the team and across the Club whilst actively offering support and guidance as necessary

The role will require presence on matchdays, and liaising with officials and other stakeholders as required by the demands of the business

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

All employees may be required to undertake any other duties as may be reasonably requested.

Code of Conduct

The Company expects the highest standards of integrity and conduct in all matters concerning the Company and its employees. The Code of Conduct along with the Company Handbook makes clear the standards of conduct expected from its employees and explains the responsibilities of the Company, as the employer. All employees are expected to act wholeheartedly in the interests of the Company at all times. Any conduct detrimental to its interests or its relations with its customers, suppliers, the general public or damaging to its public image shall be considered to be a breach of Company rules and policies. Discriminatory, offensive and violent behaviour are unacceptable and any complaints or concerns will be dealt with and acted upon.

Equality Inclusion & Diversity

Burton Albion are committed to ensuring that equality, inclusion and diversity 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 player, job applicant, employee, volunteer or customer, shall be discriminated against. The club opposes all forms of unlawful and unfair discrimination, either direct or indirect, or harassment, on the grounds of the following 'protected characteristics': Age, Disability, Gender Reassignment, Marriage & civil Partnership, Pregnancy & Maternity, Race, Religion or Belief, Sex and Sexual Orientation. Anyone who is found to be in breach of this could receive disciplinary action, which may well include suspension and dismissal.

Safeguarding

Burton Albion are committed to and has both a moral and legal obligation to ensure that all children and vulnerable adults are protected and kept safe from harm whilst engaged in services organised and provided by the club and believes that the general wellbeing, welfare and safety of all children and vulnerable adults engaged in club activities is of the utmost importance. The club will fulfil its responsibilities by ensuring it displays





	best practice in safeguarding matters, carried out in a spirit of partnership and openness with the child or vulnerable adult, families and the relevant local authority	
Qualification:	Good level of education to GCSE or equivalent NVQ L2 Customer Service	Essential Desirable
Experience:	Minimum of one years' previous experience working within a customer services environment Experience working within a varied and vibrant environment Computer literate – proficient in Word & Excel	Essential Essential Essential
Skills & Knowledge:	Able to work within a dynamic environment	Essential
Qualities:	Excellent communication skills Possess a 'can-do' attitude and be a proactive team player	Essential Essential

