



JOB DESCRIPTION: Business Development Manager (Conference & Events)

Department	Commercial	
Report to	General Manager	
Remuneration	£24,000.00 - £26,000.00	
Contract	Full Time (40 hours)	
Working Pattern	Monday to Friday + match days/special events	
Key Relationships	Internal	External
	Sales & Hospitality Department Marketing / Graphic Design	Clients Local vendors Sponsors & Hospitality Customers
Purpose of Role	<p>A pro-active field-based sales role responsible for driving new business and growing key accounts for the venue. This role is tasked with building the venue profile in local and national markets by creating and executing an exceptional sales plan.</p> <p>The ideal applicant will be self-motivated with a strong desire to work within a sales environment and must be a highly motivated pro-active self-starter, with commitment and drive for business development and relationship building.</p> <p>The role will include meeting and exceeding targets with the view to increasing revenue across non-match day meetings and events and ensuring that the Conference and Banqueting department continues to grow in revenue and profitability.</p>	
Roles and Responsibilities	<ul style="list-style-type: none"> • To target new customers through existing databases and to self-source and develop fresh prospects through outbound telesales & meetings both on and off site. • To identify new sales and maintain excellent relationships with existing customers. • Research organisations and individual’s online and social media to identify new leads and markets. • To explore new marketing initiatives that will generate new leads, customers and business. • Sell Liberty Stadium as a venue for all types of ‘events’ from meetings and conferences to Christmas parties and weddings. • To meet and exceed sales targets as set by line manager. • To network on match days to build relationships with corporate customers and explore their need for Liberty Stadium on non-matchdays. • To bring a ‘can do’ approach to the role and to achieve a minimum number of quality customer contacts per day. • To network externally and build relationships with key customers. • To increase our visibility/profile with Conference Agents across the UK and attend Venue Visits to present to them. 	



	<ul style="list-style-type: none"> • To make telephone contact with current, lapsed, and potential event customers to sell Liberty Stadium for their event needs. • To arrange appointments with potential customers to generate new business opportunities. • To present the Liberty Stadium in a structured professional way. • Be aware of competitor activities & industry trends. • Negotiating the terms of sale and closing the deal. • To negotiate on price and costs with the aim of getting a sale.
<p>General</p>	<ul style="list-style-type: none"> • Follow all Club Policies, such as Equality & Diversity, Health & Safety, Safeguarding, Anti-Corruption & Bribery and GDPR. • Make suggestions to improve the working environment and contribute to positive employee relations within your area of work and Swansea City Football Club as a whole. • 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. • To comply with all aspects of the Swansea City Football Club Health and Safety Policy and Arrangements, to enable the Company to perform its civil and statutory obligations in relation to Health & Safety • Ensure effective communication within your work team and across Swansea City whilst actively offering support and guidance as necessary.
<p>Person Specification</p>	
<ul style="list-style-type: none"> • Excellent telephone manner with an ability to make quality outbound calls • Excellent communication skills • Proven business-to-business sales experience with a track record in delivering results • Commitment to customer service and detail • Dynamic, confident, determined, pro-active, organised and methodical • Resilience, and the ability to cope with rejection • The ability to handle pressure and meet deadline and targets • Computer literate (especially in CRM platforms, Microsoft Word, Excel and Outlook) • The ability to work independently and as part of a team • A knowledge and track record of event and venue sales would be preferred 	

The closing date for this vacancy will be **5pm on Wednesday 20th January 2021.**

If you believe you have the right mix of skills for this position, please complete the Application Form available [here](#) or email hrcatering@swanseacity.com to request an application form.

Please note CV's will not be accepted.



Swansea City AFC strives to ensure it provides an environment where everyone's rights, dignity and individual worth is respected and takes a zero-tolerance approach to any form of discrimination. Equal Opportunity is an integral part of our recruitment and selection process, and we welcome applications from all individuals who feel they meet the core requirements of the role. We are particularly encouraging applications from women, disabled people and Black, Asian and Minority Ethnic (BAME) individuals who are currently under-represented within the organisation.

All appointments will be made on merit of skill and experience relative to the role.

The Company is committed to safeguarding and promoting the welfare of children and young people involved in activities and event at the Company. As part of the Company's recruitment and selection process any offers of work involving working in regulated activity with children are subject to a satisfactory enhanced DBS Disclosure and barred list check (depending on the level of supervision, frequency, and nature of contact with children). Appropriate references are also required.

Should an adequate number of applications be received prior to the closing date, Swansea City AFC reserve the right to remove this advert.

Due to a high demand in applications the Club will be unable to respond to those applicants who have not been shortlisted for interview