

**Position Title:** Hospitality Executive

**Responsible to:** Commercial Director

**Location:** The Brightside Ground, Nevil Road, Bristol

**Date:** May 2018

**Basic objective:** The Hospitality Executive is the lead sales person for hospitality sales, advertising sales and player sponsorship. The role is responsible for achieving the hospitality budget, whilst also upselling to clients for other key areas including Premier Club and Player Sponsorship.

**Key Responsibilities:**

- Lead sales person for corporate hospitality sales
- Responsible for achieving the hospitality budget
- Responsible for growing the number of hospitality customers, increasing the number of covers achieved across the season year on year
- Regularly reviewing and seeking to improve the sales process
- Maximising sales by means of telesales, online channels and face to face appointments
- Delivering excellent customer service to develop relationships with clients
- Building business relationships with current corporate clients
- Identifying and approaching new clients for hospitality sales and player sponsorship opportunities
- Obtaining new clients for Premier Club membership
- Working with the team to deliver a first class service for Premier Club members
- Responsible for selling hospitality for the Cheltenham Cricket Festival
- Working closely with catering partners to develop hospitality packages for international and domestic fixtures. Negotiating and agreeing menus and prices
- Working with internal departments to deliver hospitality
- Hosting and delivering first class hospitality experiences for customers for match day and non-match day events eg sponsors breakfast
- Managing and growing the database of corporate clients
- Responding to enquiries via the website, email and telephone in a professional and timely manner
- Working with the marketing team to develop and implement hospitality marketing plans
- Working with the marketing team to develop digital and print communications, including brochures, emails and website
- Reviewing and improving the customer experience for corporate guests

- Developing and implementing the customer feedback processes i.e. collating and reviewing completed feedback forms, sending out online surveys etc
- Any other duties reasonably requested by the Commercial Director or Chief Executive

### **Personal Specification:**

#### **Knowledge**

- Knowledge of most Microsoft Office products, including Word, Excel and Outlook

#### **Experience**

- Proven established experience in a sales role
- Proven experience in delivering hospitality
- Proven experience in providing excellent customer service
- Experience in internal and external communications

#### **Skills and abilities**

- A commitment to providing excellent customer service
- Excellent attention to detail
- Ability to communicate effectively with a wide range of customers
- Capability to work independently, using initiative and ability to prioritise
- The ability to work to deadlines

#### **Interpersonal Style**

- Has a personal commitment to organisational excellence and displays honesty and integrity
- Drive to continue to improve service and customer experience
- Ability to work as part of a team

#### **Personal Organisation**

- Has the ability to manage time
- Manages competing demands to maintain a healthy balance between work and life

**This Job Description should not be regarded as exclusive or exhaustive. It is intended as an outline of areas of major activity and will be amended in the light of changing circumstances at GCCC.**