

# LEICESTER TIGERS



## BUSINESS DEVELOPMENT MANAGER – CORPORATE SALES

**Location:** Mattioli Woods Welford Road Stadium, Leicester.

**Contract Type:** Permanent, Full Time.

**Salary:** To be discussed upon interview

**Closing Date:** 14<sup>th</sup> February, 2025.

**Interview Date:** Week commencing 24<sup>th</sup> February 2025.

### The Role:

At Leicester Tigers, we are excited to announce that an opportunity has opened up to work in our Corporate Sales Team, as a **Business Development Manager – Corporate Sales**.

Within the Corporate Sales team you will drive new business customer acquisition by exceeding activity targets, understanding the needs of a prospect and aligning these needs with the benefits of our products and proposition. To introduce new customers to commercial opportunities within the club and to walk them up the value ladder. Additional responsibilities include, but are not limited to:

- Selling all corporate match day & seasonal products to include (but not restricted to) 1880 Membership, Executive Boxes, Club 502, Club House and Try line Membership, Player Sponsorship & Match Day Hospitality
- Selling other events outside of a match day to include (but not restricted to) different events throughout the season such as, annual Touch Rugby Tournament, Premium Hospitality for the Autumn & 6 Nations Tournament & Business Club Membership.
- Meeting and exceeding daily, weekly & monthly KPIs, to create a qualified and active pipeline and to provide accurate forecasts against these KPIs.
- Achieving and exceeding clearly defined objectives and financial targets for all seasonal and match day products plus associated products/events and services as required/to meet personal, departmental and companywide targets.
- To be creative - identifying new revenue opportunities/products to help grow the existing customer base. To understand the competition, the industry and keep abreast of market trends. To have a deep understanding of our product, the proposition and the club.
- Accessing to department database, as agreed with the Head of Corporate Sales & Events
- Adhering to the sales process adding and managing data on the Club's CRM system to ensure client/prospect actions and notes are listed
- Input sales into the CRM system and communicate these sales appropriately with the wider Sales Team.
- Working each home match day as a prospecting tool whilst greeting existing bookers/clients and networking with corporate guests.
- Carrying out any other duties and tasks required by management, which are within the post-holder's capabilities.
- Representing the Club in a professional and positive manner.

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## Who we are looking for:

It is important to us at Leicester Tigers that we bring the right people into our environment.

The successful candidate must be able to demonstrate an ability to actively and consistently exhibit the Club's Values:

- ✓ **Club First:** To keep the success of the 'collective' in mind in all that they do;
- ✓ **Tough:** To embrace hard work, and to be unwavering in their application and focus;
- ✓ **Passionate:** To genuinely care about their contributions, and how impactful they are in their role;
- ✓ **Driven:** To demonstrate a hunger for personal and professional development; challenging themselves, and those around them.

Working within a fast-paced and high intensity environment, the successful candidate will need the ability to think on their feet, effectively prioritise their workload, and attack challenges head on.

## Essential:

- ✓ Experience in new business sales
- ✓ Experience in face-to-face sales and online call sales
- ✓ Experience in selling and arranging appointments over the phone
- ✓ Full UK driving License
- ✓ Eligible to work in the UK

## Desirable:

- ✓ Sales experience in sport/hospitality/events industry
- ✓ Experience in working in a fast-paced workplace and working to deadlines

## What you can expect in return:

- ✓ A competitive starting salary
- ✓ Starting at 24 days of annual leave per year + bank holidays
- ✓ An exciting and challenging working environment in the world of sport

## How to Apply:

If you feel you have the qualities and experience we are looking for, please download and complete our application form (<https://www.leicestertigers.com/club/vacancies>).

Once complete, please return by email to [jointheteam@tigers.co.uk](mailto:jointheteam@tigers.co.uk).

All applications should be submitted by 14<sup>th</sup> February, 2025 no later. Interviews will take place during the week commencing week commencing 24th February 2025.