

**Job Title:** Hospitality Sales Executive

**Location:** Gloucestershire County Cricket Club – Bristol

**Salary:** Competitive

**Contract:** Permanent, Full-Time (including matchdays, evenings and selected weekends as required)

**Closing date:** 31<sup>st</sup> March 2026

## **Role Purpose**

The Hospitality Sales Executive will play a central role in generating, converting, and delivering matchday hospitality revenue across domestic and international fixtures at Gloucestershire County Cricket Club.

This is a sales-led, revenue-focused role responsible for proactively identifying and qualifying new hospitality leads, converting opportunities into confirmed bookings, and overseeing client delivery to ensure an exceptional matchday experience at Seat Unique Stadium, Bristol and the Cheltenham Cricket Festival.

The role requires a commercially driven individual who can build and manage a robust sales pipeline, secure new corporate and private clients, and maximise yield across all hospitality products. From initial outreach and client meetings through to matchday execution and post-event follow-up, the Hospitality Sales Executive will own the full sales lifecycle, ensuring both revenue growth and high client retention.

This position is ideal for a proactive business development professional who thrives on lead generation, relationship building, closing deals, and seeing direct impact on matchday revenue performance.

## **Job Summary**

The Hospitality Sales Executive will:

- Be responsible for driving matchday hospitality sales, with a primary focus on one-off and premium hospitality packages.
- Work closely with the Head of commercial facilities to deliver the Club's corporate and hospitality sales strategy.
- Collaborate with the Catering & Events and Commercial teams to maximise revenue, profitability, and client experience.
- Play a central role in growing the Club's corporate database and strengthening its local business network.

## **Key Performance Indicators (KPIs)**

- Cricket hospitality revenue and profitability
- Corporate database growth (volume, engagement, and data quality)
- Client retention and repeat booking rates
- Sales pipeline value and conversion rate

## **Sales Strategy & Revenue Growth**

- Deliver the Club's corporate hospitality sales strategy across domestic and international fixtures.
- Work closely with the marketing team to create and deliver hospitality marketing campaigns.
- Understand and promote the full suite of Club products available to corporate clients, including matchday hospitality, premium memberships, sponsorship, and non-matchday event packages.
- Identify, target, and convert new corporate clients, building a robust and continuous pipeline of qualified leads.
- Retain and grow one-off hospitality clients into long-term corporate relationships.
- Proactively reach out to prospective clients, arranging face-to-face meetings to understand business objectives and position the Club as a commercial partner.
- Attend networking and business events to expand and strengthen the Club's corporate footprint across the region.
- Conduct market research to identify new revenue streams and commercial opportunities.

## **Client Relationship Management**

- Build and manage long-term relationships with sponsors, partners, and corporate guests.
- Work closely with conference and events department on product development, pricing, and packaging enhancements.
- Gather post-event feedback and identify upsell and renewal opportunities.

## **Reporting & Administration**

- Maintain detailed sales and pipeline reporting against agreed targets via the Club's CRM system.
- Contribute to the annual development of corporate and hospitality sales materials and brochures.
- Support the continuous development and segmentation of the Club's corporate database.
- Work autonomously to structure daily activity to optimise sales performance and productivity.

## **Matchday & Event Delivery**

- Be present on matchdays to support hospitality operations and ensure premium client experience.
- Liaise with Catering & Events, Commercial, and Finance teams to ensure seamless delivery.
- Keep the wider Catering & Events team informed of warm leads relevant to non-matchday products.
- Work flexibly to meet the demands of the cricket calendar, including evenings, weekends, and matchdays as required.

## **Personal Attributes & Experience**

### **Essential**

- Proven track record in sales growth, ideally within the sport, hospitality, catering, or events sector.
- Strong business development capability, with demonstrated ability to generate leads, build relationships, and close deals.
- Experience managing and growing existing client accounts.
- Results-oriented mindset with a focus on exceeding revenue targets.
- Excellent written and verbal communication skills.
- Strong negotiation and presentation capability.
- High levels of organisation and time management, with the ability to prioritise and meet deadlines.
- Energy, dynamism, and a proactive approach to sales.

### **Desirable**

- Experience selling matchday or premium hospitality products.
- Understanding of professional cricket and the regional corporate market.
- Experience using CRM systems for pipeline and performance reporting.

### **What We Offer**

- Competitive salary (dependent on experience).
- Annual bonus structure linked to achieving agreed revenue targets.
- Complimentary matchday tickets for friends and family.
- Access to on-site gym facilities.
- Opportunity to work within a high-performance professional sporting environment.
- Direct influence on hospitality revenue growth and premium matchday experience.
- A collaborative and ambitious commercial team environment.

## **Equality, Diversity & Inclusion**

Gloucestershire County Cricket Club is committed to creating a diverse and inclusive workplace.

As a Disability Confident employer, we actively welcome applications from candidates from underrepresented backgrounds and those with additional needs. We are committed to offering reasonable adjustments and ensuring an inclusive, accessible recruitment experience.