



# **DURHAM CRICKET**

**EMPLOYMENT PACK**

**GROUP SALES MANAGER**



## INTRODUCTION AND OVERVIEW

Durham County Cricket Club was established as an amateur Minor County in May 1882. Cricket's most successful Minor County and the first to beat a First-Class County, Durham was awarded first class professional status in December 1991 – the only new First-Class County in over 70 years – and became a private limited company in 2004.

Since 2007 DCCC has won the County Championship three times and been runners up once, won the Fifty Over Competition twice in Lord's finals and appeared twice in T20 Finals Day.

Since becoming a first-class county, DCCC has established English cricket's most successful academy, producing international stars for England, including Steve Harmison, Paul Collingwood, Mark Wood and Ben Stokes

Durham CCC created the first new English Test Match stadium in over 100 years securing a long-term stadium naming rights sponsorship with Emirates Airways. The venue has a 15,000 permanent seating capacity and the Club has staged international cricket every year since 1999, including the successful Ashes Test held in 2013 and three games in the ICC Cricket World Cup in 2019. The Club has been awarded a further package of international matches to 2024.

A successful rebrand in 2018 created a new Durham Cricket identity. Durham Cricket is now the umbrella organisation encompassing all elements of cricket provision in the county covering the professional and recreational game and all activities impacting on the wider community of the county and beyond.



## **VISION, PURPOSE AND VALUES**

### **BUSINESS DIRECTION, VISION AND VALUES**

Durham Cricket has an essential role as the strategic delivery arm of the ECB in north east England. Durham Cricket also has the opportunity to mark out a very distinctive position in the world of cricket through the development and communication of an inspiring common purpose and strong individual identity (the Durham Cricket brand).

Our vision aligns the organisation from Changing Room to Boardroom, bringing together cricketing and commercial goals and resonates with our community (customers).

An effective Durham Cricket brand demands focus, ambition and a consistent approach to everything we do. There is an expectation that all our people will follow the vision, live and breathe the values and adhere to a set of consistent of behaviours. These are all set out below.

### **VISION**

Durham Cricket will be recognised as having a winning culture on and off the field achieved by highly engaged people who enjoy working together with pride and passion.

### **PURPOSE**

UNLEASHING POTENTIAL THROUGH CRICKET IN THE NORTH

### **VALUES**

#### **PROUDLY NORTHERN**

We stand for something. We are family. Genuine, welcoming with a resilient spirit and a sense of fun.

#### **PASSIONATE ABOUT DURHAM**

We care about our club, our business and our brand. The passion and emotion unites us and drives us forward to create opportunities for the north on a national and global stage.

## **PURSUING EXCELLENCE**

We strive to be the best we can be. Continuously improving and pushing ourselves to set higher standards.

## **UNIQUELY CRICKET**

Cricket is at our heart and heritage. It makes us unique and its principles guide everything we do.

## **BEHAVIOURS**

- We are ambitious in the goals we set
- We actively seek and encourage feedback in pursuit of excellence
- We focus on continuous improvement
- We are accountable for our actions
- We catch people doing things right
- We are adaptable and flexible
- We stay true to our vision



# DURHAM CRICKET

## GROUP SALES MANAGER

### JOB DESCRIPTION

<b>JOB TITLE:</b> Group Sales Manager
<b>REPORTS TO:</b> Sales Director
<b>DEPARTMENT:</b> Commercial
<b>DATE:</b> January 2019
<b>SALARY:</b> Commensurate with qualifications and experience

#### 1. MAIN PURPOSE OF JOB

The Group Sales Manager is a committed professional in selling, communicating, and providing excellent customer service to clients.

The ability to prospect and cold call are essential duties for this position, and it requires an individual who is a self-starter, innovative, and motivated to develop new business.

Attention to detail and the ability to manage multiple projects at once are paramount to this position.

In order to maintain strong group sales, it is vital that the Group Sales Manager meets all the targets related to making sales calls, networks, and meeting new businesses within the community representing Durham Cricket.

#### 2. KEY ROLES AND RESPONSIBILITIES

- Deliver and execute the group sales campaigns within budget selling match tickets to groups from businesses, cricket clubs, schools and organisations
- Deliver the monthly sales activity to ensure the monthly target sales are met
- Produce weekly sales report on activity and sales met, both provisional and contracted
- Responsible for driving new membership numbers from both the local B2B and B2C markets, as well as increasing current club members

- Growing and retaining local cricket club membership in accordance with the strategic plan
- Develop new clients by networking, prospecting, and cold calling
- Set weekly, monthly, quarterly, annual goals for client prospecting, appointments, presentations
- Build business partnerships and relationships within the community by attending meetings, trade shows, seminars, workshops, CVB/Chamber/Rotary/City events, etc.
- Plan, coordinate, and execute Group Sales events
- Develop new initiatives/programs to drive business
- Strategise and collaborate with Marketing on collateral, publications, initiatives and partnerships
- Keep up to date on market trends and Broadway product
- Manage accounts, sales, and reports within ticketing software database
- Understand departmental financial data and maintain accurate records of all pricings and sales
- Comprehend and utilise all company technology and software systems
- Creation and management of online offers for various clients
- Oversee fulfillment process for printing, and distribution of tickets to clients
- Manage budget and control expenses to meet budget guidelines, submit expense reports

### **3. KNOWLEDGE/EXPERIENCE/SKILLS NEEDED**

Experience in sales;

Experience in a customer facing role;

Excellent verbal and written communication, interpersonal and presentation skills;

The ability to work with established procedures;

Excellent organisational skills with the ability to meet deadlines and maintain a high level of attention to detail;

Demonstrate knowledge and understanding of business financial administration;

Good working knowledge of Microsoft Office Word, Excel and PowerPoint and familiarity with website tools.

Knowledge of cricket and cricket clubs is desired but not essential

## **SPECIAL CONDITIONS**

The post holder will be based at the Emirates Riverside as part of the Sales Department. Due to the nature of the work the post holder will carry out his/her duties as such times/days which are most effective to perform the tasks required. This may involve some out of hours work – evenings, weekends, Bank Holidays, as necessary. The Club may require attendance at events, presentations, meetings at various times. The policies of the Club reflect a 52 week, 7 day operation for all cricket provision.

## **EQUAL OPPORTUNITIES IN EMPLOYMENT POLICY STATEMENT**

It is the policy of Durham Cricket to treat all employees and job applicants fairly and equally regardless of age, disability, gender, reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation. Furthermore Durham Cricket will ensure that no requirement or condition will be imposed without justification which could disadvantage individuals purely on any of the above situations.

We recognize and value the difference and individual contribution that people make to the organisation. We strive to ensure that diversity as well as equality is embedded in all our policies, procedures and practices, responding to employees' needs and encouraging employee development to increase their contribution to effective service delivery.

## **HOURS**

Full-time employed

## **SALARY**

per annum depending on qualifications and experience

## **HOLIDAYS**

28 days per annum (pro rata) which includes the 8 statutory Bank Holidays in England & Wales.

## **PENSION SCHEME**

Automatic Enrolment into the Royal London Group Personal Pension Plan. Matched employee contributions up to a maximum contribution of 5% of Basic Salary.

## **WORKPLACE**

Durham Cricket, Emirates Riverside, Chester-le-Street, DH3 3QR

## **TO APPLY**

To apply for the role please send a covering letter detailing your suitability for the role and a current CV to [recruitment@durhamcricket.co.uk](mailto:recruitment@durhamcricket.co.uk).

In selecting their preferred candidate Durham Cricket will be looking for specific examples of the experience, skills and attributes outlined as requirements within the Job Description and Person Specification.

Due to the high volume of applications we expect to receive for this role, Durham Cricket will not be able to provide feedback to unsuccessful candidates.