

Job Description



New Business Commercial Sales Executive

JOB DESCRIPTION	
Job Title	New Business Development/ Commercial Sales Executive
Salary	Competitive salary depending on experience, plus bonus scheme
Location	Rodney Parade, Newport and Centre of Excellence, Ystrad Mynach
Hours of work	37.5 hours week, plus match days and events.
Responsible to	Commercial Director, Commercial Sales Manager
Responsible for	No direct reports but supported by General Administrator
Contractual Status	<ul style="list-style-type: none"> • Permanent • Subject to 6-month probation
Role Summary	The sale and development of commercial inventory associated with the stadium and our match day corporate activity.
Key Relationships	<ul style="list-style-type: none"> • All Dragons RFC staff • WRU Commercial staff (Counterparts in other regional teams) • Sponsors, partners, suppliers, clients, Newport County AFC and any others customers (existing and potential) • Regional and national business networks
Key Responsibilities, Tasks and Activities	<p>Key Responsibilities</p> <ul style="list-style-type: none"> • Ensure sale of all sponsorship, advertising and hospitality inventory/packages associated to Dragons RFC. • Achieve year on year sales targets and ensure annual growth in revenue by identifying specific business opportunities throughout the region. • Be entrepreneurial and innovative in creating new inventory, partnerships, revenue streams and ideas in support of the commercial operation – look to secure the sponsorship of unsold ‘big ticket’ items. • Via excellent account management, ensure that existing commercial relationships are nurtured, maintained and value enhanced • Produce tailored presentations, in support of your sales activity • Secure contracts with commercial partners and ensure compliance with their requirements, including invoicing and payment of all commercial requirements. • Attend and ensure delivery of a first-class match day experience for corporate clients for all Dragons RFC home fixtures • Provide strong business forecast, sales pipelines, contact strategy and reports to managers in respect of commercial plans • Attend and host networking events and functions as required in support of the role <p>Internal Responsibilities</p> <ul style="list-style-type: none"> • Develop key inter-department relationships that will help support commercial activity and achieve commercial targets – become a part of the Dragons RFC. • Ensure safe working practices at all times and comply with all company policies and procedures.

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Continued Professional Development	The Dragons are committed to providing CPD for the successful candidate. We expect the successful candidate to undertake available training courses and research to enhance personal knowledge, skills and experience.

PERSON SPECIFICATION	
Experience	<ul style="list-style-type: none"> • Demonstrable success in a commercial or similar sales role • Experience of operating with key contacts in large/national and international companies in pursuit of commercial opportunities • Account management skills
Skills & Qualifications	<ul style="list-style-type: none"> • Exemplary presentation and communication skills, both written and verbal • Strong and confident negotiator and networker • Excellent IT Skills, specifically Microsoft Word, Excel, Powerpoint and Outlook • Ability to work on own initiative • Full UK driving licence
Key Competencies	<ul style="list-style-type: none"> • Team working • Self-motivated • Innovative • Personable and sociable • Emotional intelligence • Planning and attention to detail • Communication
Other	An understanding of individual responsibility in complying with the Health and Safety policies and arrangements