

Job Description

Head of Sales



JOB DESCRIPTION	
Job Title	Head of Sales
Base Location	Swansea
Hours of work	Full Time 37.5 hours per week
Responsible to	Chief Executive Officer
Contractual Status	Permanent
Role Summary	This role is responsible for developing and executing sales strategies to meet local partner acquisition and sales targets for Ospreys Rugby. Managing the Commercial team and developing strong effective and lasting relationships with corporate sponsors and partners, maximising revenue generating opportunities.
Key Responsibilities, Tasks and Activities	<ul style="list-style-type: none"> • Develop and execute sales plans and strategies to meet revenue targets for Ospreys Rugby • Plan and develop seasonal and match by match ticket sales strategy. • Lead and develop the Commercial team to perform to a high standard. • Ensure new local and national business is generated and that accounts are renewed. • Develop and maintain strong and lasting relationships with corporate sponsors and partners, understanding their business needs and objectives. • Communicate the shared values model and proposition through proposals and presentations. • Plan and execute sales events, including corporate hospitality and game-day experiences to attract and retain sponsors, partners and fans. • Identify, plan and execute non rugby events to generate revenue for the club. • Analyse market trends and customer needs to identify new sales opportunities. • Collaborate with the Communications and Marketing team to develop messaging and promotional materials. • Work closely with the Ospreys in the Community team to maximise commercial opportunities across both entities. • Manage budgets and financial performance, including forecasting and reporting. • Ensure compliance with relevant league, governing bodies and team policies, including ethical standards and legal requirements. • Represent the Club as required at industry events and conferences to promote the brand and establish industry connections.
PERSON SPECIFICATION	
Experience	<ul style="list-style-type: none"> • Demonstrable experience as a Head of Sales/Senior Sales Manager developing and executing strategic sales plans • Experience of leading, managing and developing a team to meet targets • Experience of communicating, presenting and influencing at all levels in an organisation

PERSON SPECIFICATION	
	<ul style="list-style-type: none"> • Experience of analysing market trends and customer needs • Experience of managing sales forecasts and reporting • Experience in Rugby or professional sports organisation is desirable but not essential.
Key Competencies	<ul style="list-style-type: none"> • Planning and Organising • Leading and Managing Teams • Decision Making • Professionalism and Integrity • Self Awareness • Innovation • Commercial Focus • Sales and Negotiation • Relationship Building • Data Analysis • Written and Verbal Communication