



Job description

Job Title:	Event Sales Executive
Department:	Commercial
Reports to:	Membership and Hospitality Sales Executive
Responsible for:	N/A
Location:	Cooper Associates County Ground (CACG), Taunton
Contract:	Permanent, full time
Hours:	Min 40 hours per week, to include evenings, bank holidays and weekends as required

Main Purpose of Job:

To generate income from events and conference hire and drive the growth and success of the CACG by actively generating new business, nurturing client relationships, and delivering exceptional event experiences. To achieve sales targets and ensure high standards of service and operational excellence to enhance the CACG and Club's reputation.

Main Responsibilities:

Sales and Business Development

- Achieve sales targets and expand the business.
- Research new markets to identify opportunities for events/functions.
- Make outbound lead generation calls to potential customers.
- Proactively sell the venue to new clients.
- Develop a sector-based, targeted approach to new business development.
- Utilise networking opportunities to develop a sales pipeline of warm leads to convert.
- Attend relevant exhibitions to promote the venue.
- Actively drive interest in other areas of the commercial business.
- Meet and where possible exceed monthly, quarterly, and annual revenue targets.

Client Engagement and Relationship Management

- Field both small and large event enquiries, check availability, quote accordingly, convert, and support event planning.
- Respond to inbound enquiries within 24-48 hours.
- Liaise with clients to ascertain requirements during site inspections, phone meetings, or email correspondence.
- Follow up with clients before and after events for feedback.
- Proactive account management of existing clients to grow revenue.
- Management of client contracts and paperwork.
- Secure appointments and show rounds for guests.
- Create, manage, promote, and host show-rounds and events.

Marketing and Promotion

- Support marketing opportunities for the venue.
- Liaise with the communications team to drive marketing, PR, and advertising.
- Enhance the venue's reputation through personal impact and presentations.
- Produce and maintain a portfolio of case studies and testimonials.



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Event Coordination and Operations

- Liaise with the catering department about event requirements.
- Coordinate with operational staff to ensure high-quality event delivery.
- Oversee the invoicing process to ensure prompt payments.
- Update the catering booking system with accurate customer data.

Financial and Performance Monitoring

- Provide regular financial reporting on bookings, pipeline, and forecasts.
- Monitor and review competitors to ensure packages remain competitive.
- Use insights to refine sales strategies and offerings.

Meetings and Reporting

- Attend weekly sales and operations meetings.
- Fully articulate the venue's proposition to clients.
- Review meeting objectives and ensure actions are followed through.

Additional

- Take on any other responsibilities or tasks that are within your skill sets and abilities whenever reasonably asked.

Safeguarding and Inclusion

- To ensure the Club's equity, diversity and inclusion policy and standards are always upheld and always abide by the Club's code of conduct
- To ensure the Club's safeguarding policies and procedures are adhered to at all times including adherence to the staff code of conduct and consistently advocating the safeguarding of children, young people and adults at risk at all times. Appropriate consideration must be given to safeguarding in all activities and decisions which are undertaken.

This job description is only a summary of the role as it currently exists and is not exhaustive. The responsibilities and accountabilities might differ from those outlined and other duties, as assigned, might be part of the job.

Knowledge, skills and experience required:

Essential

- Relevant event or business development sales experience.
- Demonstrable experience and success in sales.
- Experienced in executing high quality proposal documents and emails.
- Outstanding organisation, planning and time management skills.
- Excellent written and verbal communication skills.
- Strong interpersonal, listening, negotiation and objection handling skills.
- Excellent networking ability, ensuring effective relationship management.



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Personal attributes

- A self-starter, with a tenacious attitude and passion for success, who is highly resourceful and self-sufficient.
- Passionate and ambitious to grow, develop and learn within their career.
- Committed, engaged, motivated and adaptable.
- Comfortable with a pro-active, new business approach.
- Resilient with the ability to remain positive following potential setbacks.
- Ability and confidence to make cold calls to generate new customer relationships.
- Driven to improve sales and activity performance beyond targets.
- Willingness to work flexibly.

Core competencies

Delivery & Performance

- Quality & Service Orientated
 - A demonstrated aptitude for understanding and satisfying internal and external customers. Provision of effective solutions. (Level 4)
- Results Focused/Action Orientated
 - A drive to plan and deliver results despite challenges and setbacks. (Level 4)
- Effective Resource Management
 - Understanding, respecting and effective use of the Club's resources. (Level 3)
- Innovative Thinking
 - Aptitude to identify key components of problems, generate creative solutions and seize business opportunities by taking considered risks. (Level 4)

Strategic Approach

- Business Awareness/Commercial Acumen
 - Ability to ensure business success and financial efficacy now and for the future. (Level 4)
- Strategic & Analytical Thinking
 - Capacity for conceptualising the immediate, medium and long-term local and global environmental challenges and define specific strategies for organisation growth in relation to our purpose and vision. (Level 4)
- Organisational Alignment
 - The aptitude to align one's own behaviour with the needs, priorities and goals of the Club. Focusing on the Club's vision before individual preferences or professional priorities. (Level 4)
- Talent Development
 - Full commitment to professional development and personal growth of self and others and the transfer of knowledge to future talent. (Level 3)
- Agility
 - Openness and ability to promptly identify and adapt to changes in the business environment. (Level 4)



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Leadership

- Active & Visible Leadership
 - Demonstrates full and public commitment to Club's Values. Operates with integrity and transparency and role-models appropriate behaviours. (Level 3)
- Inclusion Orientated
 - Understands and values equity, diversity and inclusion approaches and works openly with all people, regardless of identity or characteristics. (Level 4)
- Aptitude for Sustainability
 - Commitment to operating sustainably to ensure the Club's negative impact on the environment is kept to a minimum. (Level 3)
- Safety Focused
 - Understands, respects and values safeguarding and health and safety protocols and considers these within all aspects of the Club's operations. (Level 3)

Relationships & Influence

- Teamwork & Collaboration
 - The capacity for working collaboratively and effectively within and across teams, and with external stakeholders, to ensure a unified direction of travel to achieving the Club's goals and objectives. (Level 4)
- Influence & Negotiation
 - Aptitude for excellent communication and interpersonal effectiveness with the ability to negotiate with, and influence others, in respectful and honest ways to add value and achieve objectives. (Level 4)
- Emotional Intelligence
 - Ability to understand others (including non-verbal communication methods), management of own behaviour and reactions and self-reflection especially when faced with challenging or stressful situations. (Level 4)

Key contacts in the business:

Internal: CEO, Exec Team, Thomas Franks, Commercial Director, commercial team

External: Customers, visitors, ECB, external committees, service providers

Equal Opportunities and Inclusivity Statement

Somerset County Cricket Club endorses the principles of equality and equity and strives to ensure everyone involved with the Club has a genuine and equal opportunity to participate to the full extent of their own ambitions and abilities, to give of their best and be assured of an environment in which their rights, dignity and individual worth are respected. Everyone is responsible for creating an inclusive working environment and we expect all colleagues, partners customers and suppliers to abide by our equality, diversity and inclusion policies and procedures.

The Club ensures all existing and potential employees receive equal consideration during the recruitment process and beyond, and is committed to the elimination of unlawful or unfair



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discrimination of any kind and in particular on the grounds of sex, race, disability, sexual orientation, marriage and civil partnership, gender reassignment, religion or belief, pregnancy and maternity, and age.

Safeguarding Statement

Somerset County Cricket Club is committed to safeguarding and promoting the welfare of children, young people and adults at risk, and expects all staff and volunteers to share this commitment. It is everyone's responsibility to keep vulnerable people safe.

As part of our safer recruitment process all relevant roles are subject to an enhanced or standard DBS check as appropriate, and two satisfactory references. We also require every staff member to undergo safeguarding training appropriate to their role.

We encourage an open, welcoming environment where everyone should feel safe to express any concerns. We have a range of policies and procedures in place which promote safeguarding and safer working practice across all that we do.

Prepared by:

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