

Commercial Sales Manager

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Company: Middlesex Cricket

Location: London Area

Category: other-general

Job Title: Sales Manager – Commercial Department: Commercial Location: London, UK Job Type: Full-Time Salary - 40,000 - 45,000 About Middlesex Cricket Club: Middlesex Cricket Club is a prestigious name in the world of cricket, with a rich history of excellence both on and off the pitch. Located in the heart of London, we are committed to delivering top-tier cricket experiences, from thrilling matches to exclusive hospitality. Our mission is to create unforgettable memories for our fans and partners, and we are seeking a dynamic Sales Manager to lead our corporate hospitality and partnership efforts.

Job Summary: The Sales Manager - Corporate Hospitality & Partnerships will play a vital role in driving Middlesex Cricket Club's revenue through innovative hospitality packages and strategic corporate partnerships. This role is focused on harnessing the excitement of cricket to offer unique experiences for corporate clients, ensuring they are closely aligned with the club's events and hospitality offerings. The ideal candidate will have a strong sales background, a passion for cricket, and the ability to build lasting relationships with clients and partners.

Key Responsibilities: Develop and execute sales strategies for hospitality packages, corporate partnerships, membership acquisition with a focus on driving revenue through both retention and new business. Sales – develop leads, secure meetings and build relationships with prospective partners from outreach through to closure. Build and maintain strong relationships with new and existing corporate clients, understanding their needs to offer bespoke hospitality experiences at domestic and international fixtures. Work in close collaboration with the club's events team to ensure the seamless integration of corporate hospitality within the cricket event calendar. Drive the engagement and growth of the

club's internal clubs and membership programs, targeting corporate clients for exclusive experiences and benefits. Conduct market research to stay ahead of industry trends and identify new opportunities for corporate hospitality and partnerships in cricket. Presentation materials - present regular sales reports for club management, detailing performance, market insights, and strategic recommendations. Implementation and ownership of the Club's CRM system

Qualifications: Strong sales background with proven track record in securing partnerships. Proven experience working in sponsorship, marketing or similar sales role. Exceptional communication and ability to build strong relationships at C-suite level. Strategic and creative thinking skills, with a flair for identifying and pursuing new sales opportunities. Leadership experience with the ability to motivate and mentor a team towards achieving sales goals. Proficiency in CRM systems and Microsoft Office Suite.

What We Offer: A good salary with performance-based incentives. The opportunity to work with one of London's premier cricket clubs. A passionate, dynamic work environment. Career development opportunities within the sports industry.

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