

Job Description



Function:	Sales
Position:	Sales Manager
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	Venue Director
Additional reporting line to:	Head of Sales – Stadia
Position location:	American Express Stadium

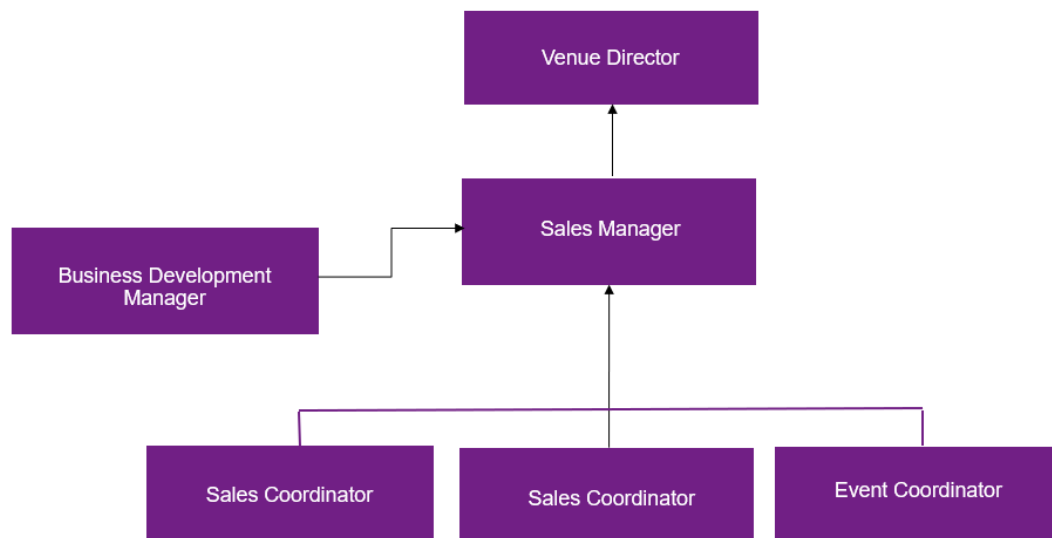
1. Purpose of the Job

- Lead the overall Conference and Events sales operation for the venue, ensuring both proactive and reactive sales activity is aligned to budget, client expectations and venue priorities.
- Develop the venue Sales and Marketing Business Plan, ensuring it aligns with the Sodexo Live! venue sales strategy, local market opportunities and agreed commercial priorities.
- Lead the strategic growth of Fan Zone / BHAFC Terrace non-match day events as a distinct commercial revenue stream within the venue sales plan.
- Lead, coach and manage the venue sales team, setting clear priorities, standards and accountabilities across proactive sales, reactive enquiry handling, conversion and sales administration.
- Take accountability for the delivery of venue Conference and Events sales targets, pipeline performance, enquiry conversion, forecasting and sales standards.
- Directly contribute towards venue sales through the management and conversion of selected key accounts, strategic opportunities and high-value or high-profile events.
- Work closely with the Head of Sales and central support team to align venue sales activity with wider stadia priorities, campaigns, reporting standards and commercial initiatives.
- Own the venue's reactive sales infrastructure, including third-party sites, sales collateral, proposal templates, special offers, sales tools, inbound enquiry management and customer feedback mechanisms.
- Work closely with Sodexo Live! colleagues, operational teams and the BHAFC client to ensure the sales approach supports the venue strategy, commercial priorities and a consistent customer experience.
- Provide leadership, coaching and performance support to the sales team, ensuring clear objectives, strong engagement, effective development plans and consistent ways of working.
- Ensure the BDM role drives new business growth and future pipeline, while the reactive sales team maximises enquiry handling, conversion, confirmed revenue and client communication.

2. Dimensions – Key indicators managed by the position.

- Accountable for delivering the venue's annual Conference and Events sales budget, forecast and performance targets.
- Responsible for one venue: American Express Stadium.
- Fan Zone / BHAFC Terrace non-match day events represent c.13.5% of the overall venue budget.
- Responsible for leading the venue sales team structure, including one Business Development Manager and three Sales Coordinators, with clear delegation across proactive, reactive and administrative priorities.
- Responsible for the performance of both proactive sales and reactive enquiry conversion across Conference and Events.
- Responsible for selected key accounts, strategic opportunities and key events that contribute directly to venue sales performance.
- Accountable for accurate sales forecasting, pipeline reporting, CRM compliance and delivery of agreed sales KPIs.

3. Organisation Chart – Position within the organisation.



4. Context and Main Issues – Key challenges, requirements and ways of working.

Financial management:

- Lead delivery of the venue's Conference and Events sales budget, including revenue, conversion, forecast accuracy and agreed profit measures.
- Set and manage the sales plan for the venue, ensuring proactive and reactive activity is clearly aligned to budget, demand periods, market opportunity and client priorities.
- Create commercially viable non-match day activity for the Fan Zone / BHAFC Terrace by balancing promoter opportunities, venue availability, operational requirements, customer appeal and budget delivery.
- Manage and monitor Conference and Events pricing to ensure the venue remains competitive while protecting profitability.
- Review contracted events to ensure pricing, packages and event commitments are aligned with agreed profit requirements and commercial targets.
- Manage selected key accounts, strategic enquiries and high-value or high-profile events to directly contribute to venue sales targets.
- Work with the BDM to ensure proactive sales activity creates a strong future pipeline, develops key accounts and generates new business opportunities.
- Work with the Sales Coordinators to ensure all enquiries, proposals, follow-ups, provisional bookings and confirmed business are managed efficiently and to agreed standards.
- Work closely with the Head of Sales and central support team to align venue sales priorities, reporting, campaigns and commercial initiatives.
- Use Thynk, sales reports and venue performance data to monitor activity, conversion, pace, lost business, customer trends and future months of concern.
- Identify key issues, future months of concern and emerging risks, then develop clear action plans and implement agreed corrective actions with the team and relevant stakeholders.
- Lead weekly sales performance reviews, identifying risks, opportunities and clear actions to improve enquiry conversion, pipeline quality and confirmed revenue.
- Contribute to annual budgeting, sales planning and phasing by providing clear insight into enquiry trends, market demand, key accounts, pricing and pipeline strength.
- Complete the month-end finance audit, ensuring sales, deposits, contracted revenue and key reporting outputs are accurately reviewed and any discrepancies are resolved.
- Ensure the team understands venue capacities, pricing, packages, event costs and operational considerations so that business is sold commercially and deliverable.

Quality, Service and Detail:

- Build effective working relationships with Sodexo Live! colleagues, venue operations, culinary, finance and event delivery teams to ensure the sales promise can be delivered consistently.

- Maintain a strong working relationship with the BHAFC client, ensuring sales activity supports venue objectives, client priorities and the wider stadium strategy.
- Work closely with the Head of Sales and central support team to support wider sales campaigns, client activity, sales reporting, systems adoption and best practice.
- Ensure enquiries, proposals, contracts, show rounds and client communications are completed to a high standard and within agreed response times.
- Review confirmed business and handover standards to ensure accurate event information, clear client expectations and effective operational delivery.
- Use customer feedback, lost business insight and competitor intelligence to improve the sales process, venue offer, pricing approach and customer experience.
- Take ownership of In Moments feedback survey outputs and mystery shopper results, using insight to improve enquiry handling, proposal quality, customer communication and overall sales experience.
- Own all reactive sales platforms and customer-facing sales content, including third-party sites, digital listings, sales collateral, proposal templates, special offers and sales tools, ensuring these remain accurate, current and commercially effective.
- Represent the venue professionally in internal meetings, client reviews, trade activity and local market engagement.

People Management:

- Lead, coach and develop a team of four direct reports, ensuring each role has clear objectives, accountability and development plans.
- Support the BDM to deliver proactive sales activity, new business pipeline growth, key account development and agreed personal targets.
- Support the Sales Coordinators to manage reactive enquiries, proposals, follow-up activity, conversion, confirmed bookings and client administration to agreed standards.
- Manage and delegate ownership of the inbound enquiry inbox, ensuring response times, enquiry allocation, follow-up discipline and conversion standards are consistently achieved.
- Ensure Creventa ownership is clearly managed, including ticket creation, event set-up requirements and any associated sales administration or client communication.
- Create a positive, performance-led team environment with high levels of engagement, morale, accountability and collaboration.
- Conduct regular one-to-ones, performance reviews and development conversations, using data and observation to identify coaching needs and improve performance.
- Ensure the team follows agreed sales processes, CRM requirements, company policies, client requirements and venue ways of working.

5. Main Assignments – Main activities and duties to be conducted in the role.

- Venue Conference and Events sales budget, forecast and agreed revenue targets are achieved.
- Conference and Events pricing is monitored and managed to remain competitive while supporting agreed profit requirements.
- Contracted events are reviewed to ensure commercial terms, pricing and delivery commitments are aligned to profit targets.
- Proactive and reactive sales activity is clearly planned, measured and aligned to venue priorities.
- Selected key accounts, strategic opportunities and high-value or high-profile events are personally managed to support venue sales delivery.
- The BDM delivers new business pipeline growth, account development and proactive sales activity in line with agreed targets.
- Sales Coordinators deliver strong enquiry handling, proposal quality, follow-up discipline, conversion performance and booking administration.
- Sales systems, CRM standards, reporting tools and agreed ways of working are embedded across the team.
- Sodexo Live! colleagues, the Head of Sales, central support team and the BHAFC client receive clear communication, trusted relationship management and consistent commercial updates.
- The sales team is engaged, supported, developed and accountable for delivery against individual and venue objectives.
- Develop the Fan Zone / BHAFC Terrace event programme, identify suitable promoter-led opportunities, agree commercial terms and manage sales activity through to confirmed business.
- Work closely with the Venue Marketing Manager to build an aligned sales and marketing strategy, agree ways of working and support delivery of the venue budget.

6. Accountabilities – Key outputs and end results for the organisation.

- Delivery of the venue Conference and Events sales budget, forecast and agreed commercial targets.
- Effective management of Conference and Events pricing to ensure the venue remains competitive and profitable.
- Contracted events are commercially reviewed and delivered in line with agreed profit requirements and targets.
- Direct contribution to sales through selected key accounts, strategic opportunities and high-value or high-profile events.
- Delivery of the Fan Zone / BHAFC Terrace non-match day events budget contribution through a planned programme of commercially agreed, appropriate and operationally deliverable events.
- Effective leadership and development of the venue sales team, including one BDM and three Sales Coordinators.
- Strong operational sales performance across proactive pipeline generation, reactive enquiry conversion, confirmed revenue and client communication.
- Clear and productive relationships with Sodexo Live! colleagues, the Head of Sales, central support team, venue stakeholders and the BHAFC client.
- Consistent compliance with CRM, reporting, sales standards, company processes and venue ways of working.

7. Person Specification – Skills, knowledge and experience required for the role.

- Proven experience leading a venue, hotel, stadia or hospitality Conference and Events sales team.
- Strong commercial acumen with experience of delivering sales budgets, forecasting, pipeline management and conversion improvement.
- Experience managing both proactive sales and reactive enquiry conversion within a target-driven environment.
- Experience managing key accounts, strategic opportunities or high-value events that contribute directly to sales delivery.
- Confident people manager with the ability to coach, develop, motivate and hold team members accountable for performance.
- Ability to build trusted relationships with internal operational teams, senior stakeholders, venue partners, central support teams and clients.
- Strong understanding of the Conference and Events sales journey, including enquiry handling, proposal quality, show rounds, conversion, contracting and event handover.
- Ability to use sales data, CRM systems and performance reporting to identify risks, opportunities and clear action plans.
- Excellent verbal and written communication skills, with a professional and client-focused approach.
- Highly organised, with the ability to manage competing priorities, support the team and maintain focus on commercial delivery.
- Strong knowledge of local market opportunities, competitor activity, customer expectations and venue positioning.
- Experience managing third-party listing platforms, sales collateral, proposal templates, special offers, sales tools and customer feedback outputs to improve reactive sales performance.
- Proficient in Microsoft Office, including PowerPoint, Excel and Word, and confident using sales or venue management systems.
- Catering, hospitality, stadia or venue industry knowledge would be beneficial.

Competencies:

- Commercial leadership
- Sales performance management
- People development and coaching
- Client and stakeholder management
- Operational collaboration
- Rigorous management of results
- Market awareness
- Personal ownership and accountability

8. Management Approval – To be completed by document owner

Version	V1	Date		Document Owner	
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9. Employee Approval – To be completed by employee

Employee Name		Date	
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