Venue Sales Manager

Northamptonshire County Cricket Club is seeking an ambitious, commercially focused, and results-driven Venue Sales Manager to lead the growth of conference, events, venue hire, and cricket hospitality revenues at cinch County Ground. Reporting directly to the Chief Operating Officer (COO), the successful candidate will be responsible for developing and delivering the Club's hospitality and events sales strategy, identifying new commercial opportunities, building a robust sales pipeline, and maximising revenue across corporate events, meetings, conferences, private functions, weddings, and matchday hospitality.

The postholder will also directly manage the Corporate Events & Hospitality Sales Executive, providing leadership, support and performance management to ensure a high-performing and customer-focused sales operation.

The role requires an individual with a proven ability to generate new business, build lasting client relationships, and work collaboratively across departments to ensure outstanding event delivery and customer satisfaction. The Venue Sales Manager will play a key role in establishing cinch County Ground as Northamptonshire's premier venue for business, entertainment, hospitality, and events.

KEY RESPONSIBILITIES

Team Leadership & Management

- Lead, coach and develop the Corporate Events & Hospitality Sales Executive to maximise individual and team performance.
- Set objectives, monitor performance and support ongoing development through regular reviews and mentoring.
- Foster a proactive sales culture focused on revenue generation, customer service and continuous improvement.
- Work collaboratively with the wider Commercial, Ticketing, Operations and Marketing teams to deliver Club objectives.
- Support recruitment, onboarding and training activities as required.

Commercial Sales & Business Development

- Develop and implement a venue sales strategy aligned with the Club's commercial objectives and growth ambitions.
- Proactively generate new business opportunities across conferences, exhibitions, meetings, corporate events, hospitality, weddings, private celebrations, and community events.
- Build and manage a strong sales pipeline to achieve agreed revenue and profitability targets.
- Identify, prospect, and secure new corporate clients through networking, outreach, referrals, and lead generation activities.
- Conduct venue tours, client presentations, sales meetings, and contract negotiations.

Hospitality & Event Sales

- Drive sales and maximise revenue across hospitality, events, room hire, food and beverage, and matchday experiences.
- Manage the full sales process from enquiry to contract, delivering exceptional customer service throughout.
- Ensure all enquiries are responded to professionally, efficiently, and within agreed service standards.
- Create tailored event proposals and packages that meet client requirements whilst maximising yield.

Client Relationship Management

- Manage and develop relationships with key clients, agents and local businesses.
- Ensure exceptional customer service standards are maintained at every stage of the client journey.
- Act as the senior point of contact for hospitality and event clients.
- Encourage repeat bookings and long-term client retention.
- Gather client feedback and identify opportunities for continuous improvement.

Event Planning & Delivery

- Coordinate with internal teams to ensure the successful planning and delivery of events and hospitality experiences.
- Manage the handover of event requirements to operational teams, ensuring excellent client service throughout.
- Attend key events to build client relationships and support the delivery of flagship Club events, hospitality programmes and special occasions.

Marketing & Venue Promotion

- Work alongside the Club's marketing team and external partners to promote venue facilities and hospitality offerings.
- Develop targeted campaigns to drive venue awareness and increase enquiries.
- Represent Northamptonshire CCC at networking events, exhibitions, business forums, and industry functions.
- Maintain awareness of market trends, competitor activity, and emerging opportunities.

Reporting & Performance Management

- Monitor and drive sales performance against KPIs, revenue targets and booking trends.
- Produce sales forecasts, pipeline reports and performance updates for the COO.
- Maintain accurate CRM records and manage reporting to support business growth.
- Develop annual sales plans, budgets and revenue forecasts for hospitality and events.

Key performance indicators
The successful candidate will be measured against:

- Revenue growth across venue hire and hospitality sales.
- New business generation, client retention and repeat bookings.
- Sales pipeline performance, conversion rates and achievement of commercial targets.
- Customer satisfaction and service excellence.

Knowledge, skills & experience
Essential

- Proven track record in hospitality, events, venue sales, or business development.
- Experience delivering and exceeding sales and revenue targets.
- Strong commercial acumen and negotiating skills.
- Excellent communication, networking, and relationship management skills.
- Experience managing multiple client projects simultaneously.
- Proficiency in CRM systems and Microsoft Office applications.
- Ability to work both strategically and operationally.
- Willingness to represent the Club at networking and business development activities across the region.

Desirable

- Experience working within a sports venue, stadium, conference centre, hotel, or hospitality environment.
- Knowledge of cricket, professional sport, or membership-based organisations.
- Experience selling premium hospitality products and corporate entertainment packages.
- Knowledge of the Northamptonshire business community and event market.

Role information
Reporting to: Chief Operating Officer (COO)
Location: Northampton
Job Type: Permanent, 40 hours per week, flexibility to work evenings, weekends, matchdays, and Club events as required.
Salary: Competitive, dependent on experience

Safeguarding statement
Northamptonshire County Cricket Club is committed to safeguarding and protecting the children and young people we work with. As such, all posts are subject to a safer recruitment process, including the disclosure of criminal records and vetting checks. We ensure that we have a range of policies and procedures in place which promote safeguarding and safer working practices across our services.

Who we are
Northamptonshire County Cricket Club (NCCC) serves as a first-class cricketing hub for the East of England, providing a pathway to elite cricket while inspiring new generations of fans, players, officials, and volunteers. To inspire Northamptonshire and its regional partners through cricket, as one winning team, a welcoming culture and a united cricketing community.

Our mission is to:
'To inspire Northamptonshire and its regional partners through cricket, as one winning team, a welcoming culture and a united cricketing community.'

Our Values
One Team – Shared direction and ambition, celebrating success together.
Determined – Focused, brave and resilient, always improving.
Inspirational – Inspire and uplift our communities through the things we do.
Inclusive – Everyone we connect with is welcome, safe and valued.
Impactful – Make positive difference through the power of cricket.
Growing - Committed to sustainably growing our audiences, club and impact.
NCCC welcomes applications from all suitably qualified persons regardless of Age, Sex, Race, Disability, Pregnancy, Marital/ Civil Partnership status, Sexual orientation, Gender reassignment or religious background.

Closing Date: 5th November 2026.

NCCC are inviting interested applicants to please email your CV, completed application form (available on the website) and covering letter to hr@nccc.co.uk by the closing date.