



Aberdeen Football Club Job Description

Name:	
Job Title:	New Business Sales Executive
Line Manager:	Head of Supporter Sales
Line Manager for:	N/A
Date Started:	
Overall Purpose of Job:	
The New Business Sales Executive will be responsible for securing new corporate sales through extensive outbound calling for hospitality and advertising throughout the club.	
Main Responsibilities/Description of Duties:	
<ul style="list-style-type: none">• Responsible for, but not limited to selling matchday inventory at Pittodrie Stadium including hospitality, static advertisement boards & LED.• Full participation in extensive phone call campaigns to generate sales.• Responsible for lead generation via LinkedIn and other B2B platforms – sourcing, qualifying & developing new leads.• Assisting with appointment setting for Business Development Manager & Sales Executives.• Converting sales opportunities from in-bound enquiries.• Meet or exceed weekly, monthly, and annual sales goals and activity requirements – KPIS.• Implement and demonstrate outbound sales efforts by using sales and service best practices prospecting, networking, lead generation, referral gathering, data capture and personal database management.• Accurately record and report sales functions in CRM and to Line Manager.• Co-ordinate with other departments to ensure all business is delivered to our high standards.• Ensure smooth handover of any relationship to the relevant person to create strong and positive client relationships.• Maintain positive working relationships within the sales team, commercial team & wider club.• Carry out such other tasks as deemed necessary / appropriate and in the best interests of Aberdeen FC. <p><i>Please note that this job description is not designed to cover a comprehensive list of activities, duties or responsibilities that are required of the employee for this role. The duties and responsibilities may change within reason at any time with or without notice to suit the needs of the Club.</i></p>	
Person Specification: Experience/Qualifications/Training/Personal Qualities	
Essential:	Desirable:
<ul style="list-style-type: none">• Telesales experience – ideally within B2B sales, advertising, media, conferences, hospitality and sponsorship.• Excellent ability to persuade and influence over the phone with credible business content.	<ul style="list-style-type: none">• Knowledge of digital media and associated applications.• Passion for the sport and entertainment industry; being a football fan is not essential.• A clear understanding of what AFC products would appeal to local businesses.



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- An ability and an instinct to identify leads and focus on prospects where the interest and the chance of success is genuine.
- Highly motivated team player who values and understands the importance of collaboration.
- Strong interpersonal and communication skills both written and verbal, ability to quickly build trust and relationships both internally and externally.
- Excellent planning, organisational and presentation skills.
- Good IT skills, including MS Word, Excel, PowerPoint, Teams and Outlook.

Signed by Employee:

Signed by Line Manager:

Date:

Date: