

LNER Stadium, Lincoln, LN5 8LD

01522 880011

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| **JOB TITLE:** | Group & Membership Sales Executive |
| **DIRECTORATE:** | Commercial |
| **REPORTS TO:** | Head of Marketing & Retail |
| **RESPONSIBLE FOR:** | n/a |
| **LOCATION:** | LNER Stadium |
| **HOURS:** | 40 Hours per week including home matchdays |
| **MATCHDAY WORKING:** | HOME  AWAY  BOTH |
| **DATE:** | ASAP |
| **DBS Check:** | Yes  No |

**Job purpose**

To drive group ticket and membership sales through proactively engaging with local clubs, schools and supporters. The role will work closely with the Head of Marketing & Retail and the Lincoln City Foundation in order to meet the department’s growth and sales objectives.

**Key Responsibilities**

* To drive group bookings for Lincoln City fixtures and events in order to meet ticketing, membership and data targets through outbound calls, referral gathering, networking and partnerships;
* Create, develop, manage and administer packages that will help increase group bookings, data capture and provide greater diversity in the fanbase;
* Manage and grow the membership packages for junior supporters;
* Help drive and organise membership events and themed matchdays;
* Help deliver membership and group activity on a matchday to ensure a positive experience;
* Work with LCFC Foundation and LCFC Academy to grow sustainable relationships across schools, community clubs, businesses and the wider community;
* Present regular reports on KPI’s as well as provide feedback and recommendations for future growth.

**General responsibilities**

* Carry out duties in accordance with all relevant company policies, including, but not limited to, the Health and Safety Policy, Code of Conduct Policy, Safeguarding Policy, Equality and Diversity Policy, Financial Regulation Policy and Social Media Policy;
* To safeguard and promote the welfare of all children, young people and adults at risk;
* To be vigilant and support all safety and security operations;
* Act always with utmost good faith to the club, Foundation and the company;
* Devote full attention and ability to fulfilment of the duties required by the role;
* Other duties as reasonably requested by a member of the senior management staff;
* To work closely with partnership organisations, to maintain good relationships and collaborative working practices;
* To work with colleagues throughout Lincoln City Football Club & Foundation to extend knowledge and skills in order to identify and develop best practice;
* Deal with enquiries and general day-to-day liaison with customers, colleagues and partners including ticket and retail sales when required;
* Carry out general office duties including data recording, filing, photocopying, sending and receiving emails;
* Active participation on continuing professional development and the appraisal process;
* To undertake such other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this job;
* To maintain the quality of service provision, regularly evaluating work and seeking to make improvements;
* Present a professional image when dealing with both internal and external contacts and partners, acting in a professional manner always;
* To cover as and when required at other departments within Lincoln City Football Club & Foundation;
* To recognise commercial opportunities across all products within Lincoln City Football Club & Foundation;
* Promote the brand identity and increase Lincoln City fanbase throughout;
* To support the Lincoln City Football Club green energy saving strategy and meet all requirements including but not exclusive to recycling, waste reduction, energy efficiency; and
* Any other duties commensurate with the grade and falling within the scope of the post, as requested by the Chief Executive.

The above-mentioned duties and responsibilities should be regarded as neither exclusive nor exhaustive as the post holder may be required to undertake other reasonably determined duties and responsibilities, commensurate with the grading of the post, without changing the general character of the post.

Lincoln City Football Club & Foundation is committed to safeguarding and promoting the welfare of children and young people and expects all staff and employees to share this commitment.

**Safeguarding**

This role involves working with children and/or adults at risk in Regulated Activity (or in close proximity to children and/or adults at risk). This means that the post-holder is required to apply all relevant policies and uphold the Club’s commitment to safeguarding vulnerable people.

**Key relationships**

* Head of Marketing & Retail
* Head of Supporter Services & team
* LCFC Foundation
* LCFC Academy

**Scope of job**

* To deliver the group sales strategy and build the junior membership package in order to achieve department budgets and KPI’s.

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| **Exceptional | Edge | Energising**  At Lincoln City Football Club, we believe that people make the difference and accordingly, we don’t just look for the usual job requirements. As well as being experts in their technical areas, all of our team members demonstrate and work towards a clear set of traits which differentiate us from the norm.  As Group & Membership Sales Executive, you will be required to demonstrate behaviours reflecting the following traits, which we have termed the 3Es: Exceptional, Edge and Energising.  **Exceptional**   * **Forward thinking** * You will think ahead and prepare for future tasks and opportunities; * You will seek and provide new ideas and solutions to overcome challenges.   **Edge**   * **Streetwise** * You will work smart and demonstrates the know-how to win; * You will develop key relationships and networks effectively.   **Energising**   * **Finds a way** * You deliver results, within a team; * You develop and implement strategies to achieve positive outcomes. |
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