



VACANCY

Conference & Events Sales Executive Full Time, Permanent

As a founder member of the Football League (EFL), Bolton Wanderers is a football club that is internationally renowned, having played in all four professional leagues of English football, as well as winning the FA Cup on four occasions.

Following the acquisition of the club in 2019, Football Ventures (Whites) Ltd owns Bolton Wanderers as well as Bolton Stadium Hotel and under the chairmanship of Sharon Brittan is moving towards an exciting and sustainable future.

We now have a fantastic opportunity for a Conference & Events Sales Executive to join our friendly and customer focused Sales team, supporting the team in delivering a seamless service experience to all guests.

As an equal opportunities employer, Bolton Wanderers Football Club is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership. We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join us.

BWFC seek to ensure that all children and young people are protected and kept safe from harm while they are with staff and volunteers within Bolton Wanderers activities. Everyone at Bolton Wanderers have a safeguarding responsibility to all work colleagues, fans and any vulnerable adults and children.

This position comes with a competitive salary, healthcare and pension package after a probation period. If you think you would be suitable for the role please send your CV and a covering letter to hr@bwfc.co.uk

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Job Description

Job Title	Conference & Events Sales Executive	Contract Type	Full Time / Permanent
Reporting To	Head of Sales	Department	Sales
Location	Toughsheet Community Stadium	Responsible for (if manager)	N/A

Role Purpose

To ensure all Venue sales activity is supported to maximise the Venues chances of achieving sales targets as outline by the Head of Sales, whilst ensuring the highest standards of the client journey.

Main areas of responsibility

- To ensure all incoming enquiries are handled in accordance with the Company standard and that sales are maximised at every available opportunity.
- Build strong client relationships to ensure repeat business.
- Complete show rounds in a professional manner, gaining the most from the clients visit.
- Proactively chase all lost and cancelled business.
- Convert tentative bookings/enquiries to contracted stage, working to ensure zero fall out of existing business.
- To ensure that post event calls are made.
- To have full and up-to-date knowledge of the Venue products and services.
- To work closely with the Hotel Reservations Team to manage all conference and banqueting bedrooms and rates.
- Handle customer comments, including complaints, promptly and professionally, demonstrating genuine care and concern under the guidance of your line manager.



- To co-operate and communicate with your colleagues, supervisors, head of departments and management team to ensure effective department teamwork and high morale.
- To ensure full maximisation of opportunities on sales conversion days.
- To complete daily tasks to monitor all enquiries and track conversions each day.
- BWFC seek to ensure that all children and young people are protected and kept safe from harm while they are with staff and volunteers within Bolton Wanderers activities. Everyone at Bolton Wanderers has a safeguarding responsibility to all work colleagues, fans and any vulnerable adults and children
- Be an ambassador of the Group, providing excellent customer service at all times whilst portraying a professional image
- Perform other duties as required, which are considered relevant to the post and to the objectives of the Group as identified by the Head of Sales.
- Treat all colleagues as customers ensuring respectful positive outcomes across communications.
- Adhere to and abide by all BWFC policies, procedures and guidelines especially remembering responsibilities to others under Equal Opportunities, Health and Safety, Equality and Diversity
- This post is subject to a DBS disclosure

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Person Specification

Job Title: Conference & Events Sales Executive

	Desirable (but not essential) Requirements
Qualifications	<ul style="list-style-type: none">• Qualifications in a hospitality related field
Experience	<ul style="list-style-type: none">• ivvy training is preferred however full training will be provided.
Knowledge, Skills and Qualities	<ul style="list-style-type: none">• IT literate, a good communicator in all forms.• Attention to detail.• Strong and clear communications skills.• Negotiation and self-motivation skills.• Exceptional standards of customer care.• Time management skills and the ability to prioritise workload.• Client and customer focussed approach to work.• Flexible approach to work in order to meet the needs of the business.• Friendly and approachable at all times.

