



Job Title: New Business Sales Executive

Reports To: Head of Revenue

Salary: Dependant on experience, plus commission

Role Description: Responsible for securing new business sales and building relationships to drive hospitality, advertising and match/player sponsorship sales. The New Business Sales Executive will support the sales of seasonal and matchday products, matchday sponsorships, as well as the Club's portfolio of events.

Main Responsibilities:

- Meet and exceed targets as set by the Head of Revenue that includes sales, prospecting and lead generation
- Responsible for identifying new opportunities, outbound sales activities, following up on potential leads and incoming enquiries, and managing new customers
- Build a key network of clients to generate new business
- Drive awareness of Oxford United commercial products including but not limited to seasonal and matchday hospitality, matchday and player sponsorships, and commercial events
- Provide reports for the Head of Revenue on revenue, leads and activities
- Represent Oxford United at external and networking events
- Track and record activity on accounts, pipeline accounts and clients on the CRM systems
- Use systems to requalify potential leads for new business
- Contribute to sales meetings being creative and innovative whilst considering business needs
- Undertake an active role on matchday and at commercial events
- Any other reasonable duties and responsibilities which your line manager or another senior manager at the club asks you to perform

Key Skills & Experience Essential:

- An understanding of or experience in a sales/target driven environment, ideally with a proven track record and desire to exceed targets, driving new business
- Ability to identify new opportunities, following up on potential leads and driving the business forward with new customers
- Works well under pressure and to meet deadlines with ability to multitask and prioritise
- Experience in building rapport and strong relationships with external stakeholders from initial contact

Personal Attributes:

- Strong verbal and written communication skills
- Self-motivated, process driven with good attention to detail

- Passionate, enthusiastic individual with a passion for sales/new business
- Ability to work independently and within a team structure
- Work flexible hours as the Club requires (this will include matchday working evenings and weekends)

Code of Conduct

Oxford United Football Club expects the highest standards of integrity and conduct in all matters concerning the Club and its employees. The Code of Conduct makes clear the standards of conduct expected from its employees and explains the responsibilities of the Club, as the employer. All employees are expected to always act wholeheartedly in the interests of the Club. Any conduct detrimental to its interests or its relations with its customers, suppliers, the public or damaging to its public image shall be a breach of Club rules and policies. Discriminatory, offensive, and violent behaviour are unacceptable, and any complaints or concerns will be dealt with and acted upon.

Equality, Diversity & Inclusion

Oxford United Football Club are committed to ensuring that equality, inclusion, and diversity of opportunity is at the very heart of everything we do to ensure we provide fair and non-prejudicial access to the services across the Club. We uphold everyone's freedom of rights and choice to be different and aim to provide opportunities for everyone to succeed. It is the policy of the Club that no person, whether player, job applicant, employee, volunteer, or customer, shall be discriminated against. The Club opposes all forms of unlawful and unfair discrimination, either direct or indirect, or harassment, on the grounds of the following 'protected characteristics': Age, Disability, Gender Reassignment, Marriage & civil Partnership, Pregnancy & Maternity, Race, Religion or Belief, Sex and Sexual Orientation. Anyone who is found to be in breach of this could receive disciplinary action, which may well include suspension and dismissal.

The Club is fully committed to the EFL Equality, Diversity & Inclusion Standards and as we are underrepresented in these areas; we particularly welcome 'entry level' applications from women, individuals from Black and Minority Ethnicities, the LGBT community and anyone with a disability.

Safeguarding and Safer Recruitment

Oxford United Football Club are committed to and has both a moral and legal obligation to ensure that all children and vulnerable adults are protected and kept safe from harm whilst engaged in services organised and provided by the Club and believes that the general wellbeing, welfare and safety of all children and vulnerable adults engaged in Club activities is of the utmost importance. The Club will fulfil its responsibilities by ensuring it displays best practice in safeguarding matters – including Safer Recruitment - carried out in a spirit of partnership and openness with the child or vulnerable adult, families, and the relevant local authority.