



## JOB DESCRIPTION

**JOB TITLE:** B2B Sales Executive  
**DEPARTMENT:** Food & Beverage (F&B)  
**REPORTS TO:** B2B Sales Manager  
**LOCATION:** Molineux Stadium  
**HOURS:** 37.5 hours  
**DATE:** June 2024

**We are Wolves. Progressive, determined, bright, unified and humble. A pack that is hungry for success. Wolves is one of the fastest growing professional football clubs in the UK, and also boasts one of the richest histories in the beautiful game.**

Formed in 1877, Wolves was a founder member of the Football League, and was one of the country's most successful sides in the fifties and sixties. During a two decade spell the Black Country's most decorated side won three First Division titles and one of its four FA Cups.

Fast forward 70 years and Wolves are back amongst football's elite. In the past six years we have celebrated promotion to the Premier League, back-to-back 7<sup>th</sup> placed finishes and a Europa League quarter-final campaign. Now, we will be competing in the Premier League for a sixth successive season.

But at Wolves it is all about what we will do, not what we have done. We don't simply look to the future, we seize it.

**We take seriously our commitment to the safeguarding of children and vulnerable adults and to ensuring that Wolves is free from discrimination and harassment.**

---

### Job purpose

To work as part of the B2B sales team, maintain and develop a customer base within a multichannel sales environment to achieve the overarching objectives and KPI's of the F&B department. Ensuring appropriate account management of our hospitality customers.

---

### Key responsibilities

- Sell match-day hospitality packages and non-matchday events
- To build relationships with existing customers and increase revenue where possible
- Focus on acquisition, conversion and customer spend within a multichannel sales environment
- Optimising revenues with excellent account management capabilities whilst engaging directly with customers on match days
- Seek high levels of customer retention with efforts made to reintroduce lapsed customers
- Understanding of the various products and services available with the ability to confidently present and improve conversion
- Always negotiate with overarching KPI's and objectives in mind
- Understanding the sales system and CRM, using the systems and data available to optimise revenues



---

### General responsibilities

- Compliance with Club policies
- Compliance with the Club's health and safety procedures
- Compliance with the Club's safeguarding policies
- To promote the Club's values
- To work consistently to embed equality & diversity into the Club
- To undertake such other duties as may be reasonably expected
- To maintain professional conduct at all times

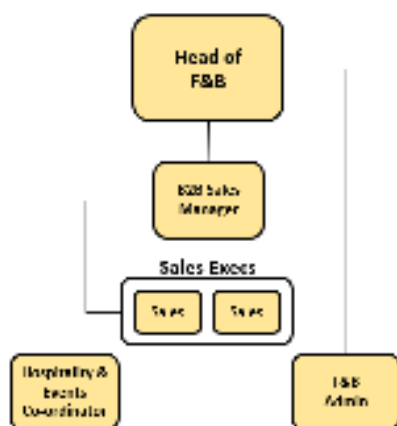
---

### Key relationships

- B2B Sales Manager – Reporting directly to achieve the overarching objectives of the sales team, in line with those of the F&B department as a whole
- Fellow Sales Exec – Working efficiently to ensure crossover is limited and support where possible
- Sales Co-ordinator and Admin – Working closely to ensure a seamless customer experience from sale to fulfilment
- Catering Partner (Levy UK) – Ensuring customer matchday experience is optimised, escalating issues where needed
- Developing relationships with Commercial customers to present the Club in a professional, structured manner in order to support commercial growth.
- External Customers – Maintaining excellent levels of account management whilst optimising sales with each customer
- eCommerce Executive – Working closely to grow traffic, conversion rate and spend levels across the digital sales platform

---

### Structure





## Person Specification

### **Job Title: B2B Sales Executive**

**Knowledge: the level and breadth of knowledge to do the job e.g. understanding of a defined system, method or procedure, legal or regulatory frameworks etc**

Essential

- Knowledge of hospitality products and services
- Knowledge of B2B networks

Desirable

- Knowledge of food and beverage in the sports / football sector

**Technical/work-based skills: skills specific to the job e.g. language competence, typing skills, coaching skills etc**

Essential

- Strong written, verbal, and interpersonal communication skills
- Negotiation skills
- Commitment to customer service and detail
- Competent in Microsoft Office suite
- Conflict resolution with customers
- Understanding of CRM in order to inform decision making and optimise sales

**General skills and attributes: more general characteristics e.g. flexibility, communication skills, team working etc**

Essential

- Competent and personable with good time management skills
- Ability to remain calm under pressure and work as part of a team
- Resilience and the ability to cope with rejection
- Discreet and confidential
- Promote, adhere to and implement the Club's Equality Policy and to work consistently to embed equality and diversity within Club
- Role model of the club's Values

**Experience: proven record of experience in a particular field, profession or specialism.**

Essential

- Proven business to business sales experience with a track record in delivering results
- Proven experience in a sales-focused role
- Experience in customer service and account management

Desirable

- Experience of working within a professional football club

**Qualifications: the level of educational, professional and/or occupational training required.**

Essential

- English & Maths GCSE C Qualification or equivalent



Desirable

- Higher education qualifications