

Sales Executive – Hospitality & Events

Location: Home Park Stadium

Department: Hospitality & Events

Reports to: Hospitality & Events Sales Manager

Role Overview

We are looking for an enthusiastic and commercially driven Sales Executive to join the Hospitality & Events team at Home Park Stadium. The successful candidate will play a key role in driving revenue through hospitality packages, corporate events, conferences, private functions, and matchday experiences.

This is a customer-facing role requiring strong sales ability, relationship management skills, and a passion for delivering exceptional guest experiences.

Key Responsibilities

Sales & Business Development

- Proactively generate new business opportunities for hospitality, conferencing, and events.
- Sell matchday hospitality packages, sponsorship-linked experiences, and non-matchday event space.
- Manage inbound enquiries and convert leads into confirmed bookings.
- Build and maintain relationships with local businesses, corporate clients, and event organisers.
- Identify upselling opportunities across hospitality products and services.
- Attend networking events and represent the stadium professionally within the local business community.

Event & Client Management

- Coordinate with clients from initial enquiry through to event delivery.
- Conduct venue tours and client meetings.
- Prepare proposals, quotations, and contracts.
- Liaise with catering, operations, and event staff to ensure smooth delivery.
- Ensure all customer requirements are accurately communicated and fulfilled.

Customer Service

- Deliver exceptional customer service before, during, and after events.
- Maintain regular communication with clients and stakeholders.
- Handle customer feedback professionally and resolve issues promptly.
- Encourage repeat business and long-term partnerships.

Administration & Reporting

- Maintain accurate CRM and booking records.
- Monitor sales targets and report performance to management.
- Assist with forecasting and revenue tracking.

- Ensure compliance with stadium policies, health & safety, and licensing regulations.

Person Specification

Essential Skills & Experience

- Previous experience in sales, hospitality, events, or a customer-facing commercial role.
- Strong communication and interpersonal skills.
- Confident negotiating and closing sales.
- Excellent organisational and time-management abilities.
- Ability to work under pressure and manage multiple projects.
- Competent in Microsoft Office and CRM systems.
- Flexible approach to working evenings, weekends, and matchdays.

Desirable

- Experience working within sport, stadiums, or live events.
- Knowledge of corporate hospitality sales.
- Existing local business network in Plymouth or the Southwest.
- Passion for football and live entertainment/events.

Key Performance Indicators

- Hospitality and event revenue generated.
- Number of new business accounts secured.
- Conversion rate of enquiries to bookings.
- Customer satisfaction and repeat bookings.
- Achievement of monthly and seasonal sales targets.