MARYLEBONE CRICKET CLUB (MCC) JOB PROFILE

Events & Experiences Sales Executive

**Department:** Events & Experiences  
**Reporting to:** Senior Events & Experiences Sales Executive  
**Contract:** Permanent

**DIMENSIONS OF ROLE**

**Hours:** 09.00 to 18.00, Monday to Friday (inclusive), including one-hour unpaid lunch on each day worked; making a total of 40 working hours per week.

**KEY PURPOSE OF ROLE**

Responsibility as the first point of contact for the Events & Experiences Sales Team, to provide sales and administrative support (private hire of all spaces) within Lord’s Cricket Ground, handling all inbound enquiries.

Where time permits, the role will also include proactively promoting Lord’s as a major Events & Experiences venue.

The role will include enquiry handling, maintaining and updating CRM systems and the diary management systems.

The role will also focus on the achievement and delivery of financial and quality standards in adherence with both the Sales and Marketing plans and the Club’s Strategic Plan.

**KEY TASKS AND ACCOUNTABILITIES**

- To develop and maintain an in-depth knowledge and understanding of the Events & Experiences offering (including charges, capacities and possibilities/restrictions of spaces) in order to advise clients of all options available relevant to their particular requirements.
- To develop and maintain an in-depth knowledge of the Events & Experiences food and beverage offerings.
- To manage the conversion of enquiries for new and existing clients into confirmed business and thereby assisting in the expansion of new business.
- To respond promptly and appropriately to all incoming enquiries with event proposals and provide potential clients with accurate, information tailored to individual requests.
- To interrogate and understand each client’s requirements and expectations, in order to advise and competently promote Lord’s as a suitable venue.
- To accurately record all enquiries and bookings in the Kinetics system.
- To ensure all prospective clients are contacted on a regular, structured basis with the aim of securing confirmed business.
- To conduct show rounds with prospective clients with a view to promoting and selling Lord’s above other venues.
- To maximise all up-selling opportunities.
- To maintain and increase revenue from allocated new client/agency accounts.
- To develop and maintain an in-depth knowledge of competitor venues.
- To participate in Events & Experiences exhibitions and promotional events, at Lord’s and offsite, including evenings and weekends as required.

*This job profile is not an exhaustive or definitive list of all possible job responsibilities, tasks, and duties. The responsibilities, tasks and duties of the jobholder might differ from those outlined in the job profile and duties might be amended as the job evolves in light of the needs of the business and/or at the discretion of management.*

**VARIATIONS OF JOB RELATING TO MAJOR MATCHES**

- Attendance at all major match days, including weekends
- Any other duties as required whether in the Department or elsewhere around the Ground
VALUES AND BEHAVIOURS

SMART
- We make informed decisions
- We cut out inefficiency and complexity
- We ensure that everything we do looks, sounds and feels high quality

ATTENTIVE
- We are welcoming hosts to people of all cultures and backgrounds
- We pride ourselves on impeccable manners
- We work with other organisations for the good of the game

ORIGINAL
- We set our own high standards
- We constantly seek out better ways of working
- We encourage people to be imaginative in their work

HEALTH AND SAFETY
- At all times be responsible for the safety of yourself and others through adherence to MCC (and legal) safety rules and procedures
- To report any unsafe practices, equipment or circumstances as appropriate
- Comply fully with relevant security policies and procedures
- Be familiar with fire procedures and evacuation procedures and be prepared to operate when/if trained as a Fire Warden

PERSON SPECIFICATIONS, SKILLS AND QUALIFICATIONS

Essential
- Passionate about working in the events industry
- Strong customer focus, with the ability to achieve and maintain an exceptional level of service at all times, while building a strong rapport with clients
- Excellent written and verbal communication skills including the ability to represent the Events & Experiences Department to a wide range of people and organisations
- Enjoy working in a team environment and to support the team by exchanging experience, advice and knowledge
- Outstanding attention to detail and a conscientious, professional approach at all times
- Strong working knowledge of Microsoft Office including Word, Excel, Outlook & PowerPoint
- High level of initiative with administrative and organisational ability
- Tact, discretion and the ability to work quickly under pressure maintaining a high level of accuracy and detail
- Ability to create and develop relationships at all levels. Treating clients, colleagues and all external suppliers with respect and courtesy
- High standard of personal presentation
- Flexibility with respect to working hours

Written by: Claire Bullock
Date: November 2021

Accepted by:
Date:

WORKING AT MCC

Gym  Canteen  Pension  Flexible Hours  Tickets  Maternity  Health Insurance  Cycle to Work  Holiday

Marylebone Cricket Club  lords.org