



<b>Job title</b>	Sports Business Development & Sales Officer	<b>Job family and level</b>	Administrative Professional and Managerial Level 3
<b>School/ Department</b>	University of Nottingham Sport	<b>Location</b>	University Park Campus, Nottingham

## Purpose of role

Working alongside the sports business development team, this role will provide essential support to drive commercial growth and income generation.

The role will work across a range of existing services and programmes including sponsorship, retail, membership and corporate sales with a strong focus on securing new business. The role will also provide support with developing new services and products to drive growth.

You will have a broad range of responsibilities including stakeholder relationship management, business-to-business and business-to-customer prospecting and sales, developing and coordinating new business development opportunities, regular reporting and other business operational support.

You will have strong commercial acumen, a positive solution-focused attitude towards work and a passion for sport.

	<b>Main responsibilities</b> <i>Primary accountabilities and responsibilities expected to fulfil the role</i>	<b>% time per year</b>
1	<b>Membership sales and retention</b> <ul style="list-style-type: none"> <li>▪ Coordinate and deliver a plan to grow non-student sport and fitness membership levels with a specific focus on alumni and associate, public and corporate categories.</li> <li>▪ Deliver facility tours, sales calls, and prospect events to increase our customer base and drive membership.</li> <li>▪ Work with existing and new partners to enhance our membership packages through bespoke offers and rewards to drive loyalty and retention.</li> <li>▪ Provide proactive sales support to convert membership and other member services enquiries – this will include in-person, telephone and online activities and campaigns.</li> <li>▪ Implement follow-up communications and promotions from member campaigns to drive retention and repeat business.</li> </ul>	30%
3	<b>Sponsorship and partnerships</b> <ul style="list-style-type: none"> <li>▪ Create and sell sponsorship/partnership packages to generate income for the department.</li> </ul>	20%

	<ul style="list-style-type: none"> <li>▪ Manage ongoing relationships with sponsors/partners and alongside both internal and external stakeholders, ensure all contract deliverables are completed, and maximum value is extracted.</li> <li>▪ Deliver sponsor/partner retention strategies through regular reporting and stakeholder meetings.</li> <li>▪ Work with existing suppliers as well as support new procurement and tendering opportunities to create new opportunities that either deliver savings, drive value and or generate income.</li> <li>▪ Working with the SU, provide support and guidance to student clubs to enable them to explore tangible sponsorship opportunities that do not conflict with existing partners and commercial arrangements.</li> <li>▪ Provide support to develop our work with our campaigns and alumni relations office to secure fundraising opportunities and donations for sport.</li> <li>▪ Coordinate a programme of business networking opportunities, team building events and corporate sports days to raise UoN Sports profile with local and national businesses who may have an interest in sport.</li> </ul>	
2	<p><b>Retail and merchandising</b></p> <ul style="list-style-type: none"> <li>▪ Working alongside the sports marketing team, coordinate and deliver a programme of campaigns and promotions to drive income through retail and merchandising.</li> <li>▪ Regularly review the product range, through competitor benchmarking and customer surveys to ensure products offered remain attractive and continue to meet the needs of our customers and audiences.</li> <li>▪ Work with both existing and new suppliers (complying with UoN procurement best practices) to introduce new products which meet customer demand and drives income generation.</li> <li>▪ Working with the operations and business development team, proactively manage our retail range through implementing regular stock checks and sales reports.</li> <li>▪ Develop our online retail offer and process for fulfilment to help expand audiences and drive online sales.</li> <li>▪ Work with our sponsors/partners to explore retail opportunities both in-store and online.</li> </ul>	20%
	<p><b>New business and innovation</b></p> <ul style="list-style-type: none"> <li>▪ Working alongside the Assistant Director for Sport, provide support to develop compelling business cases for new ideas to drive income generation and financial sustainability.</li> <li>▪ Explore external grant funding opportunities and secure new streams of income to support UoN Sport.</li> <li>▪ Lead on converting commercial opportunities created through our digital technologies relating to our app and live streaming platforms.</li> <li>▪ Stay abreast of new commercial opportunities for sport through networking, research, and competitor analysis.</li> <li>▪ Assist with the development of marketing and promotional materials to drive income generation.</li> </ul>	20%
4	<p><b>Other</b></p> <ul style="list-style-type: none"> <li>▪ Ensure conformity to the University's legal, procurement and best practice standards including data protection, accessibility, and copyright.</li> <li>▪ Exhibit a flexible approach to work, providing a presence at appropriate events both during and outside of standard working hours.</li> </ul>	10%

	<ul style="list-style-type: none"> <li>▪ Provide support for both department and University-wide events such as welcome, open days, awards dinners, and civic receptions.</li> <li>▪ Any other duties which may be required from time to time, which are appropriate to the post holder's grade.</li> <li>▪ Support the achievement of the vision for sport.</li> </ul>	
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## Person specification

	<b>Essential</b>	<b>Desirable</b>
<b>Skills</b>	<ul style="list-style-type: none"> <li>▪ Strong commercial acumen and business development experience</li> <li>▪ Excellent communication skills, both verbal and written.</li> <li>▪ Exceptional relationship building, influencing and negotiating skills.</li> <li>▪ Excellent organisational skills with the ability to prioritise workloads and demonstrate flexibility.</li> <li>▪ Time management skills</li> <li>▪ Strong data analysis skills, with the ability to evaluate performance and make improvement recommendations.</li> <li>▪ Proficient in Microsoft Office, ideally Office 365 and cloud-based marketing solutions (CRM, CMS, automated marketing)</li> <li>▪ A proven ability to work under pressure, prioritise workload and effectively manage competing demands.</li> <li>▪ The ability to work independently and as part of a team.</li> <li>▪ Data analysis skills to interpret information from a variety of sources to help inform decision making and reporting.</li> <li>▪ Ability to respond independently to queries and use judgement to deal with unforeseen problems and circumstances.</li> <li>▪ Understand the importance of confidentiality and data protection compliance.</li> <li>▪ High level of professionalism with ability to relate to internal and external stakeholders at all levels.</li> <li>▪ Creative and adaptable with a 'can do' attitude.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Familiarity with sales software such as Sales Force, Microsoft Dynamics or similar.</li> <li>▪ Familiarity with legend leisure management system or similar.</li> </ul>
<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>▪ Significant experience in business development and sales roles with proven track-record of generating income and commercial growth.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Experience of working within higher education and or a large and complex organisation.</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Experience of working in a customer-focused environment and managing relationships.</li> <li>▪ Experience in a commercial and targeted sales environment</li> <li>▪ Experience of working in a deadline driven environment with speed and accuracy.</li> <li>▪ Experience securing sponsorships and partnerships to grow income and added value.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Experience of editing and developing website content in a content management system.</li> <li>▪ Experience of social and digital media in relation to marketing, communications and / or PR work.</li> <li>▪ Experience of GDPR legislation and best practices.</li> </ul>
<b>Qualifications, certification and training (relevant to role)</b>	<ul style="list-style-type: none"> <li>▪ Educated to HND/HNC/A-Level Standard (or equivalent), with GCSE (or equivalent), in English and Math.</li> </ul> <p>OR:</p> <ul style="list-style-type: none"> <li>• Substantial relevant experience in a similar role</li> </ul>	<ul style="list-style-type: none"> <li>▪ Educated to degree level or equivalent.</li> <li>▪ Professional marketing and or business development/sales qualification (or working towards).</li> </ul>
<b>Statutory, legal or special requirements</b>		<ul style="list-style-type: none"> <li>▪ Passion for sport, health, and wellbeing.</li> </ul>



The University of Nottingham is focused on embedding equality, diversity and inclusion in all that we do. As part of this, we welcome a diverse population to join our work force and therefore encourage applicants from all communities, particularly those with protected characteristics under the Equality Act 2010.

## Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University's strategy, vision and values. The following are essential to the role:

<b>Valuing people</b>	Is friendly, engaging and receptive, putting others at ease. Actively listens to others and goes out of way to ensure people feel valued, developed and supported.
<b>Taking ownership</b>	Is clear on what needs to be done encouraging others to take ownership. Takes action when required, being mindful of important aspects such as Health & Safety, Equality, Diversity & Inclusion, and other considerations.
<b>Forward thinking</b>	Drives the development, sharing and implementation of new ideas and improvements to support strategic objectives. Engages others in the improvement process.
<b>Professional pride</b>	Is professional in approach and style, setting an example to others; strives to demonstrate excellence through development of self, others and effective working practices.
<b>Always inclusive</b>	Builds effective working relationships, recognising and including the contribution of others; promotes inclusion and inclusive practices within own work area.

## Key relationships with others

