



JOB DESCRIPTION

Role:	Sponsorship & Event Sales Executive
Hours:	35 hours per week – Monday to Friday Evening and occasional weekend work may be required to suit business needs
Location:	Uptonsteel Grace Road, Grace Road, Leicester LE2 8AD
Responsible to:	Head of Commercial

Job Purpose:

The Sponsorship & Event Sales Executive will be responsible for generating new sponsorship opportunities, managing existing partner relationships, driving event sales, proactively selling event and hospitality space on non-matchdays and delivering value to sponsors through innovative activation strategies. This role requires a proactive, results-driven individual with strong communication and negotiation skills.

Main Duties and Responsibilities:

- Identify and approach potential sponsors across various sectors.
- Develop tailored sponsorship proposals and presentations.
- Negotiate and close sponsorship deals in line with Club objectives.
- Maintain strong relationships with existing sponsors, ensuring contractual obligations are met.
- Collaborate with marketing and events teams to deliver sponsor activations.
- Monitor and report on sponsorship performance.
- Identify and approach potential businesses to sell hospitality and room hire.
- Develop and implement a sales strategy to drive non-matchday sales through conferencing and events.
- Meet and exceed sales targets as set by the Head of Commercial.
- Attend networking events and represent the Club professionally.
- Accurately report on all sponsorship sales in line with your set KPI'S.
- Attend events at the ground to ensure smooth running of delivery.
- Maintain accurate records of sponsorship activity and pipeline.

Other duties:

- To establish effective working relationships with external bodies as necessary.
- To contribute to the overall ethos, work and aims of Leicestershire County Cricket Club

- Actively demonstrate commitment to own continuous professional (CPD) and increase knowledge and adoption of 'best practice'.

Health and Safety

It is an employee's responsibility to take reasonable care of themselves and others and anybody affected by their undertaking including any act(s) or omissions.

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. This job description is current at the date shown, but in consultation with you, may be changed by your Line Manager and/or HR to reflect or anticipate changes in the job commensurate with the grade and job title.

Safeguarding

Leicestershire County Cricket Club is committed to safeguarding and protecting children, young people and adults at risk to enjoy the game of cricket, both recreational and/or professional formats of the game. All stages of recruitment will follow Safer Recruitment guidelines. References will be sought upon offer of employment and dependent on job role, background checks may be required. Upon commencement of employment, all new starters are required to undertake ECB and Club safeguarding training (level dependent on role undertaken) and read and understand Safe Hands guidance and our Club safeguarding policies and procedures.

Equal Opportunities in Employment Policy Statement

Leicestershire County Cricket Club will ensure that all existing and potential employees receive equal consideration, and is committed to the elimination of unlawful or unfair discrimination on the grounds of gender, race, disability, colour, ethnic and national origin, nationality, sexuality, marital status, responsibility for dependents, religion, trade union activity and age. It is the intention of Leicestershire County Cricket Club that its work force, at all levels, should reflect the composition of the city's population. To achieve this Leicestershire County Cricket Club will take active and positive steps to eliminate discrimination and to promote equality in employment.

PERSONAL SPECIFICATION
Sponsorship & Event Sales Executive

Attributes	Requirements:	Essential or desirable
A. Qualifications	Educated to GCSE Level or above, including a minimum of GCSE (or equivalent) grade C in Math's and English.	Essential
	Evidence of commitment to continuing professional and personal development of self and others.	Desirable
B. Experience	Proven experience in sponsorship sales or business development, ideally within sport or events. Minimum of one year in a sales environment.	Essential
	Experience of to building and maintaining professional relationships.	Essential
	Excellent IT skills including the use of: Outlook and Microsoft Word.	Essential
C. Knowledge	Strong understanding of commercial partnerships and brand alignment.	Essential
	Willingness to participate in relevant training and development opportunities.	Essential
D. Personal Attributes	Ability to work independently and as part of a team.	Essential
	Ability to work flexible hours (outside of 9.00am to 5.00pm) during the cricket season.	Essential
	Excellent planning, organisation, and negotiation skills.	Essential
E. Equal Opportunity	Must be able to recognise discrimination in its many forms and willing to put the LCCC Equality Policies into practice.	Essential
	Willing and able to deal with people professionally at all levels and from a variety of backgrounds.	Essential

How to Apply:

If you have the necessary skills to meet the challenge, please email your CV to partnerships@leicestershireccc.co.uk all applications must be accompanied with a cover letter outlining your suitability for the role.

Closing Date for applications: Midday on Friday 19th December 2025.

Interviews: Asap after closing date.

Leicestershire County Cricket Club reserves the right to bring forward the closing date dependent on the number of applicants.