

Job Description



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Post Title

Inside Sales Executive

Department/Location

Commercial, the John Smith's Stadium / Hybrid Working

Reports to

Head of Partnerships and Business Development

Purpose of the Role

This is a sales role and ideally suited to someone who has the ambition to exceed targets and contribute to the commercial growth of Huddersfield Town. The post holder will be required to understand a broad portfolio of Club products that are available to local, regional, and national businesses. The successful applicant will be able to analyse which products are appropriate for each customer and complete end-to-end sales.

The post holder will have flexibility over working location with the option of working remotely at times as well as at the Company's premises in Huddersfield. The ability to work autonomously and with high levels of self-motivation is key to successful performance.

The post holder will also support the Club's aspirations in terms of Equality, Diversity, and Inclusion (EDI), by ensuring that all customers subscribe to inclusive ways of working and that diversity is a guiding principle in determining those client relationships to develop and maintain.

Functional Links

Internal: Head of Partnerships and Business Development
Commercial team
Group Ticket Sales Executive
Director of Global Brand

External: Local, Regional, and National businesses

Key Performance Indicators

- Number of outbound calls made per day / week / month.
- Value (£) of products sold.
- Number of appointments set for in-person meetings.
- Quality of appointments set (e.g., quality of pre-qualification).



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Role Specific Responsibilities

The post holder is required to:

- Contact new prospective customers (businesses) over the telephone and/or via e-mail.
- Identify customers' needs, clarify information, and provide solutions.
- Qualify leads and accurately maintain a commercial CRM system.
- Work towards exceeding weekly and monthly sales targets.
- Set appointments for face-to-face meetings for other members of the Commercial sales team when appropriate.
- Progress existing opportunities along the sales stages and seize opportunities to upsell products when they arise.
- Report on progress against targets.

This job description is not intended to be exhaustive, and the post holder is required to undertake any other duties as may reasonably be required by the Head of Partnerships and Business Development and any other senior leader/Director within the Club, commensurate with the level of the post.

Behaviour/Conduct

The post holder is required to:

- Be proactive with workload and handle multiple workflows simultaneously.
- Seek to continually develop their skills and knowledge.
- Adopt an organised and structured approach to fulfilling the duties and responsibilities of the role.
- Communicate appropriately at all levels.
- Be flexible to fit the development and growth of the organisation.
- Be flexible in hours of work.
- Be trustworthy and adhere to the Club's Code of Conduct and Ethics.
- Adhere to protocol and respect confidentiality in all matters, also protecting any data relating to the area of work in accordance with the Data Protection Act 2018 and the General Data Protection Regulation (GDPR) 2018.
- Consistently demonstrate high standards of behaviour and appearance and encourage the same from others.
- Demonstrate a commitment to safeguarding and promoting the welfare of children and young people.

- Respect others and behave in an inclusive and non-discriminatory manner, taking account of all protected characteristics, as specified in the Equality Act 2010.



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Additional Information

Safeguarding:

Huddersfield Town Association Football Club (HTAFC) Ltd. is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

The post holder will be required to undergo Safeguarding Training, to be agreed with the Head of Safeguarding.

Equality, Diversity, and Inclusion:

Huddersfield Town AFC and the Huddersfield Town Foundation are diverse environments in which we respect all characteristics under the Equality Act 2010; we want everyone to feel valued and included within the Club and Foundation and to be able to achieve their full potential.

We have a zero-tolerance approach to any form of discrimination, and we are committed to the redress of any inequalities by taking positive action where appropriate. All employees are required to support and uphold this zero-tolerance approach and contribute to our 'Terriers Together' Equality, Diversity, and Inclusion Strategy.

The post holder will be required to sign and return a copy of this document to the Human Resources Manager on accepting an offer of employment.

Accepted by:

Name (Printed)

Name (Signed)

Date

This Job Description was prepared in November 2023.

The proposed review of this Job Description is July 2024.

Person Specification

Post Title
Inside Sales Executive



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Area of Expertise	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Previous experience in a sales, customer service or telesales role. • Experience of liaising with people in a wide range of industries and professions, in a polite, courteous, and respectful manner. 	<ul style="list-style-type: none"> • Previous B2B sales experience • Experience of working towards defined sales / income generation targets.
Education and Training	<ul style="list-style-type: none"> • A good standard of general education including GCSE English and Maths or equivalent. 	<ul style="list-style-type: none"> • Sales or negotiation training.
Specific Skills and Knowledge	<ul style="list-style-type: none"> • A drive to meet and exceed sales and revenue targets. • A polite and friendly telephone manner with the ability to sell via telephone conversations. • Excellent IT skills including proficiency in all Microsoft Office applications. • Excellent communication and presentation skills, both written and verbal. • Strong influencing and negotiating skills. • Effective problem-solving and interpersonal skills. • Well-organised with the ability to manage own workload and multiple workflows simultaneously. • Able to maintain accurate and up to date records of daily, weekly, and monthly activity. 	<ul style="list-style-type: none"> • Knowledge of businesses within the Yorkshire and Humber region.



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Area of Expertise	Essential	Desirable
Specific Skills and Knowledge (Continued)	<ul style="list-style-type: none">• Able to work under pressure and to meet deadlines.	
Additional Requirements	<ul style="list-style-type: none">• Flexible approach to work and working hours, to meet the demands of the role.• Professional appearance and telephone manner.• Able to travel to a wide range of locations, using own or public transport.• Committed to equality and diversity initiatives, and inclusive practice.• Committed to safeguarding children and young/ vulnerable adults, and suitable to work with individuals in these groups.	