



## SALES MANAGER – SPONSORSHIP/GROUP TICKETING

Leicester Riders Basketball Club is the oldest professional club in Britain and has been one of the most successful Basketball Programmes in the past 10 years at all levels of competition. Over the past 10 years, the club has enjoyed success including numerous BBL League, Cup, Trophy and Play-Off titles. Leicester Riders Basketball Programme has a long-established Academy programme that aims to prepare young talent for playing at the university and collegiate level and is one of the largest academy programmes in the UK.

### Description

**Title:** Sales Manager

**Responsible to:** Managing Director

**Role:** To attract, manage Partnership and drive group sales bookings for Games

**Hours of work:** Full Time

**Location:** Leicester Arena, Leicester, LE1 3UD

**Remittance:** £24,000-28,000 plus commission

**Application deadline:** 1st September 2022

### Key Tasks

- To develop marketing and promotional strategies that will contribute to the main job purpose.
- To manage and meet with sponsors on a monthly basis
- Develop and deliver a group sales plan for Riders Gamenights
- To determine through consultation and visits a comprehensive list of targeted outlets for all outgoing publicity materials.
- To investigate and implement marketing strategies through the use of IT and other community networking portals.
- To approach new partners and companies to promote being part of the Leicester Riders
- To assist with venue preparation at Leicester Riders home fixtures
- To record, monitor and evaluate marketing and promotional initiatives.
- To carry out other reasonable duties as determined by the Managing Director

To apply please forward your CV and accompanying Covering Letter to

Managing Director – [Russell@riders.basketball](mailto:Russell@riders.basketball) and Cc in his assistant  
Tegan Hargreaves – [Tegan@riders.basketball](mailto:Tegan@riders.basketball)