



GILLINGHAM FOOTBALL CLUB LTD

Job Title - Conference & Events Sales Executive

Location - Gillingham Football Club

Hours – 37.5 hours per week (a part-time role will be considered), with flexibility to work evenings and weekends as required. Attendance is required at every Gillingham Football Club home matchday to support the delivery and promotion of matchday hospitality and to engage with hospitality clients and prospective customers.

About the Role

Gillingham Football Club is seeking an enthusiastic, driven and commercially minded Conference & Events Sales Executive to maximise revenue across our conference, events and hospitality facilities. This is an exciting opportunity for an experienced sales professional to develop new business while nurturing existing client relationships. The successful candidate will be responsible for selling our conference and event spaces for corporate meetings, private functions, celebrations, Christmas parties and other events, as well as driving sales of our matchday hospitality packages. The role requires someone who is proactive, organised and passionate about delivering exceptional customer service while achieving ambitious sales targets.

Key Responsibilities

- Proactively generate new business opportunities through networking, prospecting and lead generation.
- Sell all conference and event spaces for corporate meetings, exhibitions, training events, celebrations and private functions.
- Maximise bookings for Christmas parties and festive events.
- Drive sales of matchday hospitality packages, seasonal hospitality and executive experiences.
- Develop relationships with local businesses and organisations.
- Respond promptly to enquiries and convert them into confirmed bookings.
- Conduct venue show-rounds and client meetings.
- Prepare bespoke quotations and proposals tailored to client requirements.
- Negotiate contracts and secure bookings in line with company procedures.
- Meet and exceed monthly, quarterly and annual sales targets.

Account Management

- Build and maintain long-term relationships with corporate clients and repeat customers.
- Identify opportunities to upsell catering, hospitality and additional event services.
- Maintain accurate customer records within the CRM system.

Event Coordination

- Liaise with operations, catering and hospitality teams to ensure the seamless delivery of events.
- Attend key events when required to ensure customer satisfaction.
- Conduct post-event follow-ups to encourage repeat business and referrals.
- Work alongside the marketing team to promote conference facilities, Christmas events and hospitality packages.
- Support promotional campaigns, networking events and business exhibitions.
- Act as an ambassador for Gillingham Football Club within the local business community.

Administration

- Produce regular sales reports and revenue forecasts.
- Maintain accurate booking records and sales pipelines.
- Monitor competitor activity and identify new commercial opportunities.

Person Specification

Essential

- Proven experience in conference, events, hospitality or venue sales.
- Excellent business development and relationship management skills.
- Strong communication, negotiation and presentation abilities.
- Self-motivated and target driven.
- Excellent organisational skills with strong attention to detail.
- Competent using Microsoft Office and CRM systems.
- Full UK driving licence.

Skills & Attributes

- Commercially focused with a passion for achieving results.
- Outstanding customer service skills.
- Professional, confident and approachable.
- Highly organised and able to manage multiple projects.

Benefits

- Salary dependent on experience.
- Attractive performance-related bonus scheme.
- Company pension.
- Staff discounts.
- Matchday hospitality benefits
- Opportunity to play a key role in the commercial growth of Gillingham Football Club.

This is an excellent opportunity for a motivated sales professional to make a significant impact on the commercial success of Gillingham Football Club while enjoying a rewarding salary and bonus package linked directly to performance.