



Irish Greyhound Board

Business Development Executive Job Opportunity Shelbourne Park

The Irish Greyhound Board (IGB) has responsibility for the promotion, regulation and on-going development of the Greyhound industry in Ireland. We currently have an exciting opportunity to fill the position of Business Development Executive on a one year contract basis at our Dublin based stadium, Shelbourne Park.

Job Title: Business Development Executive (Shelbourne Park Greyhound Stadium)

Objectives: To maximise all sales and revenue generating opportunities at the stadium while developing new and strengthen existing business opportunities, with an emphasis on growing race night attendance and event sponsorship.

Scope of the Role:

You must have a passion for direct selling, prospecting and a proven ability to consistently meet strategic goals with a desire to succeed in a highly competitive market. You must be a strong team player with strong negotiating skills and a good knowledge of the local Dublin market. You must be self-motivated and willing to do face to face calls and cold telephone calling which are targeted on a monthly basis. This role at its heart involves a total customer interaction engagement and focus.

Key responsibilities:

- In conjunction with senior management develop an annual Business Development plan for the stadium.
- To grow attendance at the venue by increasing restaurant bookings, benefit nights, corporate bookings.
- To carry out an agreed programme of targeted sales calls, face to face appointments each week but on/off site and related telesales activity.
- Maintain and develop new business opportunities)
- Research (cold calls, etc) for new corporate business and follow up on any opportunities identified to the end of securing new business while maintaining and developing business development database.
- Follow-up calls on all sales leads, enquiries and working closely with IGB National Sales Centre and Stadia Managers to close out business.
- To compile Weekly/Monthly/Quarterly and Annual Sales Reports as required.
- To continuously monitor and report on competitor activity with a view to maintaining competitiveness and feedback information to the senior management or other relevant personnel.
- To plan and organise Fam Trips, Site Inspections and Sales promotions as required and represent IGB Stadia at consumer promotions, trade exhibitions, seminars & workshops, and follow up leads where required.
- To attend key events held in both Stadia and offsite when required.

- To work closely with IGB Central Marketing team to ensure that all marketing opportunities are exploited, and marketing requirements are met, to include all sales collateral.
- To ensure an accurate and effective Customer Database is developed and consistently maintained to detail accurate company profiles.
- Dealing with clients on telephone, email and responding to all requests and sales leads in a timely and professional manner endeavouring to convert enquiry to sale.
- To ensure all sales administration work is complete, follow-up calls, research calls, rate contracts etc and communicate all negotiated rates to reservation, front office and accounts.
- To identify and exploit all local marketing and PR profile opportunities and revenue generating opportunities including cross selling to assist with company revenue maximisation.
- To become an active member/colleague of the company sales and marketing team and attend regular meetings as required.
- Comply with all IGB procedures to include all statutory procedures- Fire Health and Safety, hygiene, internal audit.
- To carry out any other reasonable task as assigned by management to meet with business needs.
- To develop and sell sponsorship packages for the stadium.

Hours of Work

The role is a full time role, 37.5 hours per week, 5 days per week normally Monday to Friday but may vary depending on the needs of the business. Weekend work may occasionally be required.

Education and Preferred Behaviours and Competencies

- Excellent inter-personal skills and team work skills
- Have experience in cold calling for making follow up sales appointments
- Hold knowledge of and interest in social media as a marketing tool
- Strong Internal and External Customer service orientation
- Administrative, computer and office systems experience
- Experience in the marketing, sales and promotion of leisure-time products
- Excellent communication and report writing skills
- Flexible and innovative attitude to the role
- Be self-driven and motivated to achieve business development leads and sales targets
- Have a full clean driving licence

Applications to include an update Curriculum Vitae should preferably be emailed to the Human Resources Department of IGB at the email address: hr@igb.ie or by post to the HR Department, Irish Greyhound Board, Greenpark, Dock Road Limerick on or before **Friday 19th April 2019**.

If an electronic application has been not acknowledged candidates should ensure to follow up with Human Resources (Tel: 061 448000).

Irish Greyhound Board/Shelbourne Park is an Equal Opportunities Employer