

Head of Sales

Full-time - permanent

Department / Area: Commercial
Reports to: Commercial Director
Location: Utilita Bowl & Hilton Southampton
Utilita Bowl, Botley Road, West End, Southampton,
SO30 3XH

The Role

To lead commercial revenue growth across Hampshire Cricket and Utilita Bowl, with responsibility for partnerships, premium hospitality and year-round event sales. Working closely with the Commercial Director and Senior Leadership Team, the role will lead new business development across cricket, corporate hospitality, events and major venue opportunities, building high-value relationships with brands, businesses, agencies and event organisers.

The role will combine strategic sales leadership with hands-on business development, driving ambitious revenue targets and maximising commercial opportunities across the venue and its diverse events calendar, including the significant opportunity presented by the 2027 Ashes.

Key Responsibilities

- Develop and execute an integrated sales strategy across partnerships, hospitality and events.
- Maximise partnership revenue across Hampshire Cricket, Utilita Bowl, domestic cricket, international cricket and Southern Brave where appropriate.
- Drive premium hospitality sales across international fixtures, domestic cricket and major events.
- Grow year-round event revenue
- Lead the full sales process from research, prospecting and lead generation through to proposal development, pitching, negotiation and contract closure.
- Secure significant new commercial partnerships at local, national and international level.
- Build relationships with corporate clients, brands, agencies, event organisers and senior decision-makers across multiple industries.
- Identify opportunities to cross-sell partnerships, hospitality, event space and wider venue experiences.
- Work closely with the Partnerships Manager to ensure the seamless handover and delivery of new commercial partnerships.
- Collaborate with the hospitality, events, hotel, marketing and operations teams to ensure a strong customer journey from sale through to delivery.
- Develop long-term client relationships that generate repeat business and increased customer value.
- Produce accurate sales forecasts, pipeline reporting and revenue projections across all areas of responsibility.
- Set sales targets and monitor performance against agreed KPIs.

Utilita Bowl

Utilita Bowl, Botley Road, West End, Southampton, Hampshire, SO30 3XH

T 02380 472002 E recruitment@utilitabowl.com

- Use CRM systems consistently to manage leads, opportunities, conversion rates and future activity.
- Monitor market trends, competitor activity and customer insight to identify new revenue opportunities.
- Represent Hampshire Cricket and Utilita Bowl at industry events, networking opportunities, exhibitions and client meetings.
- Work with external agencies and third-party sales partners where appropriate to support lead generation and campaign delivery.

Experience and Qualifications

Essential:

- At least five years' proven experience in commercial sales, business development including partnership sales,
- A strong track record of delivering significant revenue growth and converting high-value opportunities.
- Experience working across multiple sales products or revenue streams.
- Proven ability to manage the full sales cycle from lead generation through to negotiation and contract completion.
- Strong pitching, presentation and proposal-writing skills.
- Excellent commercial judgement and the ability to create solutions tailored to client objectives.
- Experience managing senior relationships with corporate clients and decision-makers.
- Strong negotiation and influencing skills.
- Experience of working to ambitious revenue targets and managing a detailed sales pipeline.
- Highly organised, with the ability to manage multiple priorities, products and deadlines.
- A proactive self-starter who can work independently while contributing positively to a wider commercial team.
- Strong CRM, forecasting and sales reporting discipline.
- Flexibility to work evenings and weekends for matchdays and major events.

Desirable / Preferable:

- Experience within sport, hospitality, hotels, venues, live entertainment or major events.
- Experience selling commercial partnerships or sponsorship.
- Experience selling premium hospitality.
- Experience selling events.
- Knowledge of partnership activation and rights delivery.
- Existing relationships within relevant corporate, agency or event-planning networks.
- A passion for sport, hospitality and live events.

Considerations

All applicants must provide evidence to demonstrate that they have the Right to Work in the UK. Utilita Bowl is an equal opportunities employer. We are committed to employment practices and behaviours that encourage diversity, promote equality of treatment and eliminate unlawful and or unfair discrimination.

We ensure that we have a range of policies and procedures in place which promote safeguarding and safer working practice across our organisation.

Utilita Bowl

Utilita Bowl, Botley Road, West End, Southampton, Hampshire, SO30 3XH

T 02380 472002 E recruitment@utilitabowl.com

Safeguarding Statement

At Hampshire Cricket, safeguarding is central to everything we do. We are committed to providing a safe, welcoming, and inclusive environment where everyone is treated with dignity, respect, and care. We are dedicated to protecting and promoting the welfare of children, young people, and adults at risk through effective safeguarding practices, education, and a culture of openness and accountability.

Anyone undertaking a role involving Regulated Activity, or who has regular contact with children, young people, or adults at risk, must complete the appropriate safer recruitment process, including obtaining the relevant ECB DBS clearance before starting their role.

Safer Recruitment Statement

Hampshire Cricket is committed to recruiting staff and volunteers who share our commitment to safeguarding and promoting the welfare of children, young people, and adults at risk.

Our safer recruitment procedures include appropriate pre-employment checks, reference verification, and relevant ECB DBS checks where required. We expect everyone representing Hampshire Cricket to uphold our safeguarding values and help create a safe, positive, and inclusive environment for all.

Utilita Bowl

Utilita Bowl, Botley Road, West End, Southampton, Hampshire, SO30 3XH

T 02380 472002 **E** recruitment@utilitabowl.com