ROLE DESCRIPTION	
Role Title	Business Development Executive
Location	Cardiff Arms Park
Hours of work	35 hours per week - You will be expected to work additional hours to meet the requirements of your position, including where your role requires you to work on match days or events
Salary	£28,000 per annum + uncapped commission (OTE £43,000)
Responsible to	Head of Business Development
Contractual Status	Permanent, following six month probation
Role Overview	Cardiff Rugby is looking for an ambitious, proactive and commercially driven Business Development Executive to join our Commercial Department. This is an exciting opportunity for an individual with proven sales experience who is passionate about generating new business, building relationships and delivering commercial growth. Working as part of the Commercial Department, you will play a key role in identifying and securing new revenue opportunities across Cardiff Rugby and the Cardiff Rugby Community Foundation. From corporate partnerships and sponsorship to hospitality, advertising and community-focused commercial opportunities, you will help drive sustainable revenue growth across both organisations. We are looking for someone with a genuine passion for sales. Someone who enjoys opening doors, meeting new people, developing opportunities and, most importantly, closing deals. With an attractive commission structure and an established sporting brand to represent, this role offers excellent opportunities for personal and professional development.
Key Responsibilities, tasks and Activities	**1. New Business Development** • Proactively identify, research and engage with potential new customers, commercial partners and organisations across Cardiff, South Wales and beyond. • Generate new business opportunities through prospecting, outbound sales activity, networking, referrals and targeted engagement.

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	• Arrange and conduct meetings with prospective clients to understand their business objectives and identify relevant commercial opportunities. • Build and maintain a strong pipeline of qualified new business prospects, taking ownership of opportunities from initial engagement through to completion. • Develop compelling commercial proposals and presentations tailored to prospective clients. • Negotiate and secure new business agreements, contributing directly towards individual and departmental revenue targets. • Identify opportunities to grow existing commercial relationships through additional products, services and increased investment. **2. Commercial Sales & Revenue Generation** • Generate new business revenue across Cardiff Rugby's commercial portfolio, including: • Corporate partnerships and sponsorship opportunities. • Matchday and seasonal hospitality packages. • Match-specific sponsorship and advertising opportunities. • Season-long advertising and other commercial inventory. • Bespoke corporate partnership packages. • Additional revenue-generating products and commercial opportunities developed by the club. • Work collaboratively with colleagues to identify emerging opportunities, develop attractive commercial propositions and maximise the revenue potential of Cardiff Rugby's assets. **3. Cardiff Rugby Community Foundation** Play an active role in generating new commercial revenue and support for the Cardiff Rugby Community Foundation, recognising its importance as a core part of the club's wider commercial offering. Responsibilities will include: • Proactively identifying and securing new corporate partners, sponsors and commercial supporters for the Community Foundation. • Working closely with the Foundation team to understand its programmes, objectives and commercial funding opportunities. • Developing tailored partnership proposals that align prospective partners with the Foundation's community impact and objectives. • Building relationships with businesses and organisations interested in supporting community development through sport. • Identifying opportunities to introduce existing and prospective commercial contacts to the Foundation, helping to grow its network of corporate supporters. • Contributing towards the Foundation's commercial revenue objectives alongside those of Cardiff Rugby. **4. Sales Pipeline & Performance** • Take ownership of an individual annual new business revenue target.

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	• Maintain accurate and up-to-date sales opportunities, activity and customer information within the club's CRM system. • Proactively manage the sales pipeline, ensuring opportunities are progressed effectively from initial enquiry through to contract completion. • Monitor and report on pipeline performance, sales activity, conversion rates and anticipated revenue. • Participate in regular sales meetings, pipeline reviews and performance discussions with the Head of Business Development. • Demonstrate a proactive, results-driven approach to achieving and exceeding individual sales targets. • Work collaboratively with the wider Commercial Department to identify and develop new revenue streams. **5. Relationship Building & Networking** • Develop strong relationships across the local and regional business community. • Represent Cardiff Rugby and the Community Foundation professionally at commercial meetings, networking events and relevant business functions. • Establish relationships with business owners, senior decision-makers and influential individuals. • Develop a strong understanding of prospective clients' commercial objectives and how Cardiff Rugby and the Community Foundation can support them. • Identify opportunities to introduce new organisations to the club through meaningful commercial partnerships and relationships. **6. Matchdays & Club Events** • Actively contribute to the planning and delivery of Cardiff Rugby matchdays and club-controlled events. • Work collaboratively with colleagues across the organisation to support commercial activity, partner engagement and the successful delivery of these occasions. • Represent the Commercial Department professionally on matchdays, engaging with prospective clients, commercial partners and hospitality guests. • Identify and maximise new business opportunities arising from matchdays and club events. • Support relevant operational and commercial requirements as directed by the Head of Business Development. **7. Internal Collaboration** • Work closely with the wider Commercial Department, Hospitality, Marketing, Operations and Community Foundation teams. • Collaborate with colleagues to develop attractive, commercially viable proposals and sales opportunities. • Ensure effective handovers of secured business to the relevant colleagues responsible for partnership management, customer servicing and operational delivery.

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	• Contribute ideas for new commercial products, initiatives and revenue-generating opportunities. • Maintain a professional, collaborative and positive approach when representing the club internally and externally.
Performance & Success	The successful candidate will be expected to demonstrate clear and measurable commercial performance. The role will carry an initial annual sales revenue target of £200,000, encompassing revenue generated across Cardiff Rugby and the Cardiff Rugby Community Foundation. An attractive, uncapped commission structure will reward eligible commercial sales. Revenue generated for the Community Foundation will contribute towards the individual's annual sales target but will not attract standard sales commission. Commission on eligible hospitality and event sales will be calculated on the net contribution generated, following the deduction of direct delivery costs, rather than the total sales value. Full sales revenue will continue to contribute towards the individual's annual sales target. Performance will be measured against: • New business revenue secured. • Achievement of individual sales targets. • Sales pipeline development and management. • New business opportunities and meetings generated. • Sales conversion and proactive commercial activity. • Contribution towards commercial growth across Cardiff Rugby and the Community Foundation. Appropriate onboarding and first-year target adjustments will be considered.
Person Specification	**Essential Skills & Experience** • A full, clean UK driving licence, with the ability to travel to business meetings, matchdays and club events as required. • Previous experience in a B2B sales, business development or other revenue-generating role. • A demonstrable track record of generating new business and achieving sales targets. • A proactive and confident approach to identifying and engaging with prospective customers. • Excellent interpersonal, communication and relationship-building skills. • Strong commercial awareness and negotiation skills. • The ability to manage a sales pipeline and work independently towards defined objectives. • Excellent organisational and time-management skills.

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	• Confidence in preparing and delivering commercial proposals and presentations. • A positive, resilient and self-motivated approach, with a genuine desire to succeed. **Desirable Skills & Experience** • Approximately two or more years' experience in a commercial sales environment. • An established network within Cardiff or the wider South Wales business community. • Experience selling hospitality, sponsorship, advertising or other business-to-business services. • Experience using CRM platforms and managing sales opportunities. • An understanding of the commercial opportunities associated with professional sport. • An interest in rugby, sport or community-focused initiatives. **Personal Attributes** We are looking for someone who is: • **Ambitious**: Motivated by targets, success and the opportunity to increase their earnings through strong performance. • **Proactive**: Willing to create their own opportunities rather than relying solely on inbound enquiries. • **Confident**: Comfortable approaching new businesses, developing relationships and presenting commercial opportunities. • **Resilient**: Able to handle setbacks, maintain momentum and consistently pursue new opportunities. • **Commercially** minded: Focused on generating revenue and understanding the value of the opportunities being sold. • **Collaborative**: A positive team player who contributes to the wider success of Cardiff Rugby and the Community Foundation.

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Working at Cardiff Rugby	You will be joining an ambitious Commercial Department at an exciting time for Cardiff Rugby. This role offers the opportunity to work with a diverse range of organisations, develop meaningful business relationships and contribute directly to the commercial success of the club and its Community Foundation. The position is primarily focused on securing new business and growing revenue, with matchday attendance and occasional evening or weekend commitments required as appropriate. **Above all, we're looking for someone with ambition, energy and a genuine hunger to succeed in sales.**