



Job Description

Role: Events/Telemarketing Officer
Location: Leicester
Contract: 37 hours per week
Salary: £18,000 per year

The Company

The men's and women's British Basketball League (BBL & WBBL) has been at the pinnacle of British basketball since its inception in 1987, and represents the highest level of the professional game in the UK.

There are franchises in major towns and cities across the nation, spanning Plymouth in the south-west all the way up to Glasgow north of the border. The BBL & WBBL stage 3 major events a year namely the Basketball Cup Finals at the Barclaycard Arena, Birmingham, the Basketball Trophy Finals at the Emirates Arena, Glasgow and finally the Basketball Play-off Finals at The O2, London.

Purpose of Role

To maximise the sales and profitability of BBL events by assisting in the selling of tickets predominantly to the groups market, producing high quality leads and working as a team towards agreed set targets and goals. To provide a high level of sales service by ensuring all calls are handled in an efficient, professional and timely manner.

Structure

Works with the BBL Events Manager, reporting to the COO of the BBL.

Key Responsibilities

- To be part of a small team of sales agents with the advance preparation of calling data for the Events
- Maximise unit sales and average order value from outbound and inbound telesales
- To develop new ideas to help improve sales rate of the Events
- Working closely with the Events team and other departments to drive continued sales growth in the business
- Ensure high customer service levels are maintained
- Providing feedback to the senior management team to improve our products and develop our range further
- Keeping clear records of all enquiries and sales

Skills

- Ability to build strong working relationships
- Ability to persuade, influence and negotiate effectively at all levels within and outside the organisation
- Assertiveness
- Customer Care
- Excellent communication skills – verbal and written
- Influencing
- Leadership
- Negotiation
- Networking

Knowledge

- Computer literate/keyboard skills
- At least 1-2 years working within a sales environment preferably in a proactive telemarketing role
- Excellent telephone, verbal and written skills
- Articulate and confident
- High degree of accuracy
- Demonstrated ability to prioritise issues
- Reliable, resilient and willing

Applications - Applicants should email events@bbl.org.uk and attach an up to date CV.