



**DURHAM
CRICKET**

EMPLOYMENT PACK

GROUP SALES MANAGER



INTRODUCTION AND OVERVIEW OF DURHAM CRICKET

Durham County Cricket Club (DCCC) was established as an amateur Minor County in May 1882 and went on to become cricket's most successful Minor County and the first to beat a First-Class County when defeating Yorkshire in 1973. Durham was awarded first class professional status in December 1991 – the only new First-Class County in over 70 years – and played in the professional structure from 1992.

Since 2007 DCCC has had significant success winning the County Championship three times and being runners up once, and also won the Fifty Over Competition twice in Lord's finals and appeared twice in T20 Finals Day.

Since becoming a first-class county, DCCC has established English cricket's most successful academy, regularly producing international stars for England, including Steve Harmison, Paul Collingwood, Mark Wood and Ben Stokes.

Durham CCC created the first new English Test Match stadium in over 100 years securing a long-term stadium naming rights sponsorship with Emirates Airways that ended in 2021. The venue has a 14,000 permanent seating capacity and the Club has staged international cricket every year since 1999, including the successful Ashes Test held in 2013 and three games in the ICC Cricket World Cup in 2019. The Club has been awarded a further package of international matches to 2024.

A successful rebrand in 2018 created a new Durham Cricket identity. Durham Cricket is now the umbrella organisation encompassing all elements of cricket provision in the county covering the professional and recreational game and all activities impacting on the wider community of the county and beyond. Four separate organisations sit under the Durham Cricket umbrella and these are briefly described below.

Durham Cricket Community Interest Company (CIC) – Durham Cricket CIC operates the professional cricket side of the business.

Durham Cricket Foundation - the Foundation is the recreational body in Durham responsible for all non-first class cricket related activities in the County. Primarily responsible for driving the growth in participation and ensuring the cricket clubs in the county are organised in a way to provide safe, welcoming environments to allow people to enjoy a lifelong involvement in cricket. It is also the charitable arm of Durham Cricket and delivers initiatives aimed at providing opportunities and improving the lives of the local community.

Durham Cricket Events – Durham Cricket Events runs the meetings and events, hospitality and catering operations at the Riverside.

VISION, PURPOSE AND VALUES OF DURHAM CRICKET

BUSINESS DIRECTION, VISION AND VALUES

Durham Cricket has an essential role as the strategic delivery arm of the ECB in north east England. Durham Cricket also has the opportunity to mark out a very distinctive position in the world of cricket through the development and communication of an inspiring common purpose and strong individual identity (the Durham Cricket brand).

Our vision aligns the organisation from Changing Room to Boardroom, bringing together cricketing and commercial goals and resonates with our community (customers).

An effective Durham Cricket brand demands focus, ambition and a consistent approach to everything we do. There is an expectation that all our people will follow the vision, live and breathe the values and adhere to a set of consistent of behaviours. These are all set out below.

VISION

The vision of Durham Cricket has two key elements. Firstly, there is an internal vision which is designed to guide how the staff go about delivering on the organisation's values and objectives. Secondly there is an external vision which shows how Durham Cricket are going to deliver on its cricketing objectives and assist the ECB in meeting their strategies.

Internal Vision:

Durham Cricket will be recognised for having a winning culture both on and off the field achieved by highly engaged people who enjoy working together with pride and passion.

External Vision:

- 2 £2 million invested into recreational and community programmes
- 0 No debt
- 2 Winning two trophies
- 8 Producing four new England players

PURPOSE

UNLEASHING POTENTIAL THROUGH CRICKET IN THE NORTH

VALUES

PROUDLY NORTHERN

We stand for something. We are family. Genuine, welcoming with a resilient spirit and a sense of fun.

PASSIONATE ABOUT DURHAM

We care about our club, our business and our brand. The passion and emotion unites us and drives us forward to create opportunities for the north on a national and global stage.

PURSUING EXCELLENCE

We strive to be the best we can be. Continuously improving and pushing ourselves to set higher standards.

UNIQUELY CRICKET

Cricket is at our heart and heritage. It makes us unique and its principles guide everything we do.

BEHAVIOURS

The following are a series of behaviours that we expect all of our people to adhere to:

- We are ambitious in the goals we set
- We actively seek and encourage feedback in pursuit of excellence
- We focus on continuous improvement
- We are accountable for our actions
- We catch people doing things right
- We are adaptable and flexible
- We are equitable and inclusive in the way we operate
- We care for our staff and look out for them at all times
- We stay true to our vision



GROUP SALES MANAGER

JOB TITLE: Group Sales Manager
REPORTS TO: Marketing Director
DEPARTMENT: Commercial
DATE: Start February 2026
SALARY: £25,000 + bonus

1. MAIN PURPOSE OF JOB

The Group Sales Manager is a committed professional in selling, communicating, and providing excellent customer service to clients.

The ability to prospect and cold call are essential duties for this position, and it requires an individual who is a self-starter, innovative, and motivated to develop new business.

Attention to detail and the ability to manage multiple projects at once are paramount to this position.

In order to maintain strong group sales, it is vital that the Group Sales Manager meets all the targets related to making sales calls, networks, and meeting new businesses within the community representing Durham Cricket.

2. KEY ROLES AND RESPONSIBILITIES

- Develop and maintain relationships across key stakeholders including Cricket Clubs, Businesses and Schools
- Deliver and execute the group sales campaigns within budget selling match tickets to groups from businesses, cricket clubs, schools and organisations
- Support commercial sales of sponsorship and hospitality when opportunity arises
- Deliver the monthly sales activity to ensure the monthly target sales are met
- Produce weekly sales report on activity and sales met, both provisional and contracted

- Responsible for driving new membership numbers from both the local B2B and B2C markets, as well as increasing current club members
- Growing and retaining local cricket club membership in accordance with the strategic plan
- Develop new clients by networking, prospecting, and cold calling
- Set weekly, monthly, quarterly, annual goals for client prospecting, appointments, presentations
- Build business partnerships and relationships within the community by attending meetings, trade shows, seminars, workshops, CVB/Chamber/Rotary/City events, etc.
- Plan, coordinate, and execute Group Sales events
- Develop new initiatives/programs to drive business
- Strategise and collaborate with Marketing on collateral, publications, initiatives and partnerships
- Keep up to date on market trends and Broadway product
- Manage accounts, sales, and reports within ticketing software database
- Understand departmental financial data and maintain accurate records of all pricings and sales
- Comprehend and utilise all company technology and software systems
- Creation and management of online offers for various clients
- Oversee fulfillment process for printing, and distribution of tickets to clients
- Manage budget and control expenses to meet budget guidelines, submit expense reports
- Support Box Office services during peak times

3. KNOWLEDGE/EXPERIENCE/SKILLS NEEDED

Experience in sales;

Experience in a customer facing role;

Excellent verbal and written communication, interpersonal and presentation skills;

The ability to work with established procedures;

Excellent organisational skills with the ability to meet deadlines and maintain a high level of attention to detail;

Demonstrate knowledge and understanding of business financial administration;

Good working knowledge of Microsoft Office Word, Excel and PowerPoint and familiarity with website tools.

Knowledge of cricket and cricket clubs and the local cricket landscape is desired but not essential

OTHER CONDITIONS

The post holder will be based at Banks Homes Riverside as part of the Marketing and Communications department. Due to the nature of the work the post holder will carry out his/her duties as such times/days which are most effective to perform the tasks required. This will involve some out of hours work – evenings, weekends, Bank Holidays, as necessary. There will also be significant travel around the region to meet different organisations.

EQUAL OPPORTUNITIES IN EMPLOYMENT POLICY STATEMENT

It is the policy of Durham Cricket to treat all employees and job applicants fairly and equally regardless of age, disability, gender, reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation. Furthermore, Durham Cricket will ensure that no requirement or condition will be imposed without justification which could disadvantage individuals purely on any of the above situations.

We recognize and value the difference and individual contribution that people make to the organisation. We strive to ensure that diversity as well as equality is embedded in all our policies, procedures and practices, responding to employees' needs and encouraging employee development to increase their contribution to effective service delivery.

SAFER RECRUITMENT POLICY

Durham Cricket is committed to safeguarding and protecting the children and young people that we work with. As such, all posts are subject to a safer recruitment process, including the disclosure of criminal records and vetting checks. We ensure that we have a range of policies and procedures in place which promote safeguarding and safer working practice across our services.

HOURS

Full time permanent contract, based on annualized hours of 1820 hours per year

SALARY

£25000 + Bonus

HOLIDAYS

28 days per annum (pro rata) which includes the 8 statutory Bank Holidays in England & Wales.

PENSION SCHEME

Automatic Enrolment into the Royal London Group Personal Pension Plan. Matched employee contributions up to a maximum contribution of 5% of Basic Salary.

WORKPLACE

Durham Cricket, Banks Homes Riverside, Chester-le-Street, DH3 3QR

TO APPLY

To apply for the role please complete the Application Form to recruitment@durhamcricket.co.uk

Closing date for applications – Friday 5 December, 2025

If you would like an informal discussion on the role please contact David Jackson, Marketing Director, David.jackson@durhamcricket.co.uk, 07710700887