

Job Title – Events Executive including Sales & Marketing

Location - Doncaster, South Yorkshire – Castle Park Stadium

Start Date – ASAP

Salary Range – £28,000 - £32,000

Type of Work - Office-based with event attendance and occasional evening/weekend work

Role Overview

The Events Executive will play a key role in driving the growth of Doncaster Knights' events and hospitality business.

Based at Castle Park Stadium, the role will focus on generating new business & securing profitable business from inbound enquiries for conferences, corporate events, private functions, proms, weddings, etc while supporting the marketing and promotion of the venue and events programme.

The successful candidate will be highly proactive and lead the sales journey from initial enquiry and/or outreach through to event delivery support and post-event follow-up, ensuring an exceptional client experience and identifying opportunities for repeat business.

Key Responsibilities

Event Sales and Business Development

- Generate new business leads for conferences, corporate events, private functions, proms and weddings.
- Respond timely and proactively to inbound enquiries, establish all details, cost the event working with the inhouse catering team to a suitable profit margin and secure the business.
- Proactively identify and target new markets, businesses and organisations across South Yorkshire and the wider region.
- Conduct outreach through calls, emails, social media, LinkedIn, networking and face-to-face meetings to promote the venue and event offering.
- Work closely with the commercial team to utilise the existing database of sponsors
- Manage the full sales process from initial enquiry through to proposal, negotiation and contract completion.
- Create tailored event proposals and presentations that meet client objectives and budgets.

Account Management

- Build strong relationships with existing event clients and corporate partners.
- Maintain regular communication with clients to understand their future event requirements and secure repeat bookings.
- Re-engage previous clients and identify cross-selling opportunities across the venue's events and hospitality offering.

Event Delivery and Client Experience

- Work closely with the operations and hospitality teams to ensure seamless event planning and delivery.
- Attend events where appropriate to support clients and ensure a high-quality experience.
- Conduct post-event reviews and gather feedback to improve service and secure future bookings.

Marketing and Promotion

- Support the promotion of events and venue hire through digital marketing, social media and local networking.
- Assist with marketing campaigns to promote Castle Park as a leading events and hospitality venue in the region.
- Work with the marketing team to create content, case studies and promotional materials showcasing successful events.

Internal Collaboration

- Work closely with commercial, operations and hospitality teams to ensure the venue offering is effectively promoted and delivered.
- Contribute to the development of new event concepts and revenue-generating opportunities.

What We're Looking For

Required

- 2+ years' experience in sales, events, hospitality, marketing or B2B business development.
- Strong communication and relationship-building skills.
- Experience pitching products or services and managing client relationships.
- Strong organisational skills and the ability to manage multiple projects simultaneously.
- High level of attention to detail, proactive and positive.

- Excellent written communication skills with the ability to create compelling proposals and marketing content.
- Full UK driving licence and willingness to travel locally for meetings and networking.

Preferred

- Experience working in a sports club, stadium, hospitality venue or events business.
- Knowledge of corporate events, conferences and hospitality sales.
- Experience using CRM systems to manage leads and client relationships.
- Experience working in a fast-paced commercial environment.

To Apply

Please email Tracey Owen, towen@castle-park.co.uk with a CV and covering letter by Friday 10th April.