



JOB DESCRIPTION

JOB TITLE: B2B Sales Manager
DEPARTMENT: Food & Beverage (F&B)
REPORTS TO: Head of Food & Beverage
LOCATION: Molineux
HOURS: 37.5
DATE: September 2025

We are Wolves. Progressive, determined, bright, unified and humble. A pack that is hungry for success. Wolves is one of the fastest growing professional football clubs in the UK and also boasts one of the richest histories in the beautiful game.

Formed in 1877, Wolves was a founder member of the Football League and was one of the country's most successful sides in the fifties and sixties. For two decades the Black Country's most decorated side won three First Division titles and one of its four FA Cups.

Fast forward 70 years and Wolves are back amongst football's elite, in the Premier League for an eighth successive season; but now we compete as a sports and entertainment business across multiple brand verticals. As a challenger club, Wolves dare to be different, which is why creating world-class propositions in esports, fashion and music are all part of our ambitious plans.

At Wolves, we don't simply look to the future, we seize it.

We are committed to safeguarding and promoting the welfare of children, young people and adults at risk. We expect all colleagues and volunteers to share this commitment. This means that the post-holder is required to apply all relevant policies and uphold the Club's commitment to safeguarding children, young people and adults at risk

Job purpose

To manage the B2B sales process across the various hospitality products, ensuring that departmental objectives and KPIs are met. Account management of key hospitality customers ensuring an excellent experience. Managing a sales team effectively.

Key responsibilities

- Lead the B2B sales process within the F&B team
- Manage a team of two sales executives within the team
- Focus on acquisition growth, conversion rates and customer spend levels
- Support the Head of F&B to achieve the department's objectives & KPIs
- Proactively identify, target, and secure new B2B clients across a variety of sectors
- Manage, maintain and strengthen relationships with our current F&B corporate clientele with high levels of retention
- Conduct effective sales meetings and presentations with F&B team, key stakeholders, and senior executives where necessary
- Design and propose tailored proposals and packages that meet client objectives and maximise revenue opportunities



- Work closely with the Marketing Department to optimise digital sales across a multichannel sales environment
- Contribute to the development of the B2B sales strategy in line with the clubs' commercial objectives
- Achieve and exceed personal and team sales targets

General responsibilities

- Compliance with Club policies
- Compliance with the Club's health and safety procedures
- Compliance with the Club's safeguarding policies
- To promote the Club's values of progressive, humble, determined, bright and unified
- To work consistently to embed equality & diversity into the Club
- To undertake such other duties as may be reasonably expected
- To maintain professional conduct at all times

Key relationships

Internal

- Head of F&B – Reporting directly whilst offering and seeking ways of driving the business forward to ensure optimum sales and profitability
- Sales executives – to manage the sales team to deliver the relevant KPIs & objectives
- Finance – Build strong relationships to ensure a smooth sign off process for inbound invoices
- Media & Marketing – To ensure all products & services the appropriate level of visibility externally and to ensure that the trading of various products and services are optimised through online sales
- Head of Ticketing
- Head of Events – Delivery
- Head of Ancillary Sales
- Fan Services Manager
- Disability Access Officer
- EDI Lead
- HR Team
- Safeguarding Team

External

- Club's catering partner (Levy UK) – to ensure that the strategy as set by the partnership is executed
- Act as the main contact point for our B2B clients



PERSON SPECIFICATION

Job Title: B2B Sales Manager

Knowledge: the level and breadth of knowledge to do the job e.g. understanding of a defined system, method or procedure, legal or regulatory frameworks etc

Essential

- Comprehensive knowledge of B2B sales processes
- Knowledge of current trends and future direction of the hospitality sector
- Knowledge and understanding of the product on sale, with particular focus on the tiering of product and profit margins achievable

Desirable

- Understanding of hospitality / F&B as it relates to sport

Technical/work-based skills: skills specific to the job e.g. language competence, typing skills, coaching skills etc

Essential

- Negotiation
- Excel spreadsheets
- PowerPoint presentations
- Managerial nous with a keen entrepreneurial spirit
- Delegation
- Relationship management
- Conflict resolution
- Understanding of CRM in order to inform decision making and optimise sales

General skills and attributes: more general characteristics e.g. flexibility, communication skills, team working etc

Essential

- Promote, adhere to and implement the Club's Equality Policy and to work consistently to embed equality and diversity within Club.
- Strong communication skills
- Internal and external stakeholder relations
- Flexibility in working hours
- Discreet and confidential
- Cope well under pressure and time constraints
- Able to work on their own or part of a team

Experience: proven record of experience in a particular field, profession or specialism.

Essential

- Held a sales role with a proven track record
- Experience of account management
- Experience of managing and developing a team
- Experience in presenting with an ability to pitch confidently
- Experience of B2B sales systems and CRM