

JANUARY/2026

# RECRUITMENT PACK



sixways

## HEAD OF VENUE SALES

# WHATS IN THIS PACK

## 1. LIFE AT SIXWAYS

- I. CULTURE
- II. OUR SUPPORT
- III. OUR KEY PRINCIPLES
- IV. OUR PROMISE

## 2. JOB DESCRIPTION

- I. KEY INFORMATION
- II. ABOUT THE ROLE
- III. RESPONSIBILITIES
- IV. PERSON SPECIFICATION
- V. POSITION IN THE TEAM

## 3. YOUR APPLICATION

## 4. KEY DATES

## 5. APPLICATION PROCESS

## 6. DIVERSITY & INCLUSION

## 7. REQUIREMENTS FOR WORKING AT SIXWAYS

## 8. DATA PROTECTION



Matt Kvesick - Player



# LIFE AT SIXWAYS

# → OUR CULTURE

Our culture is built on the belief that great things happen when people work together. Whether you're on the pitch, behind the bar, in the offices, or out in the community, you're part of a team that's committed to excellence, proud of its roots, and united by a shared purpose.

At Sixways, we keep things simple: be your best, support each other, and take pride in what we do. We're a club, a venue, an employer, and a community hub. Every person here plays a part in making this a place people want to be.

Our culture is lived through everyday actions. We focus on the details, creating smooth, memorable experiences and resolving challenges before they're noticed. We build meaningful connections through our rugby programmes, the guests, clients and partners we welcome to both our venue and events, and the wider community we engage with.

We aim to be a place where people feel supported, respected, and have the opportunity to grow reflecting our ambition to be an Employer of Choice.

**Most of all, our culture is something we build together, every single day.**



The background features a dark blue and gold checkered pattern, reminiscent of a racing flag. Overlaid on this are several Worcester Warriors logos, which include a stylized 'W' and the team's name. The text '#WEBUILD TOGETHER' is prominently displayed in the center. The hashtag is in a bold, yellow, sans-serif font, while the word 'TOGETHER' is in a bold, white, sans-serif font.

**#WEBUILD  
TOGETHER**

# OUR SUPPORT

When you join the team, you can expect a workplace that takes support seriously. We make sure you have clear guidance, a safe environment, and a team around you that's easy to work with and ready to help when needed.

Managers check in regularly, communication is open, and you'll always know where to go if you need advice or resources. We also offer genuine opportunities to build skills and develop your career.

Our aim is simple: to create a space where individuals perform at their best, people feel respected and everyone has the support they need to succeed.



Fireworks @ Sixways

# RESPECT

Valuing every person and perspective

# TEAMWORK

Supporting each other and succeeding together

## OUR KEY PRINCIPLES

We work by a simple set of principles that guide everything we do:

# COMMUNITY

A vibrant community hub that has impact beyond the pitch

# EXCELLENCE

Doing our best and paying attention to the details that matter

**#WEBUILD  
TOGETHER**



**EVERY ROLE MATTERS.**  
**EVERY DAY COUNTS.**  
**TOGETHER WE SUCCEED.**

# OUR PROMISE

We can't promise every day will be easy, but we can promise this:  
you'll never have to face it alone.

At Sixways we look out for each other, we learn together, and we grow stronger together. Whether it's on the pitch, at an event, or in the office, our strength comes from how we work as **one team**.



# JOB DESCRIPTION

# KEY INFORMATION



**Job Title**  
Head of Venue  
Sales



**Department/Team**  
Commercial and  
Venue



**Location**  
Sixways Stadium



**Salary**  
Competitive (Dependent  
on Experience)



**Hours**  
37.5 hours each  
week



**Duration**  
Permanent



## ABOUT THE ROLE

Sixways Stadium is entering a new era, with renewed leadership, strong community support and ambitious plans to re-establish Sixways as a leading multi-purpose venue in the Midlands, this role offers a rare opportunity to shape and scale a commercial function at pace.

The Head of Venue Sales will be responsible for driving all non-matchday revenue across events, hospitality, conferences, corporate bookings, large-scale events and strategic partnerships. This position combines commercial strategy, proactive business development, stakeholder management and hands-on leadership of the venue sales function.

# MAIN DUTIES

## Commercial Strategy & Revenue Growth

- Develop and deliver a comprehensive commercial strategy to maximise revenue across hospitality, conferences, events, exhibitions and concerts.
- Identify and secure new business opportunities, including large-scale and multi-day events, promoters, corporate partners and commercial collaborations.
- Own non-matchday revenue growth, ensuring year-on-year uplift and expansion of the venue's commercial footprint across corporate, leisure and live event markets.
- Monitor market trends, competitor activity, and opportunities to position Sixways as a premier Midlands events destination.
- Support the transition of simple and repeat bookings into automated or digitised systems to increase efficiency.

## Venue & Event Commercialisation

- Maximise utilisation of all stadium spaces, including hospitality suites, conference rooms, banqueting areas, outdoor event zones and flexible meeting environments.
- Work closely with operations, events and catering partners to ensure commercially viable delivery and outstanding customer experience.
- Negotiate and manage contracts, commercial terms, and partnership agreements.
- Contribute to the development of new event concepts, themed experiences, and partnership-led ideas that increase footfall and revenue.

## Sales Leadership & Business Development

- Lead the venue sales function, with scope to shape and grow a high-performing team as commercial opportunities increase.
- Build tailored sales packages, pricing models and promotional campaigns to attract new clients and retain key accounts.
- Drive proactive business development through networking, direct outreach, agency relationships, and regional/national partnerships.
- Manage CRM usage, pipeline development, forecasting and accountability across the commercial team.
- Embed clear objectives and targets aligned to the wider business plan.



Chris Pennell - Player

# MAIN DUTIES

British American Football Finals  
Day 2024



## Marketing & Brand Development

- Collaborate with the marketing team to drive targeted campaigns, digital visibility and brand awareness for Sixways as a year-round events destination.
- Strengthen the Sixways identity within regional and national markets through consistent storytelling and effective marketing activation.
- Support initiatives that enhance customer experience, reputation and repeat business.

## Partnerships & Stakeholder Engagement

- Develop strong relationships with corporate clients, promoters, agents, local authorities, tourism bodies, and business networks.
- Represent Sixways Stadium at industry events, exhibitions and networking forums.
- Work closely with Freemans Event Partners and Brookes Catering to ensure quality, delivery excellence and shared commercial goals.
- Maintain effective internal collaboration with operations, marketing, finance, community and executive leadership teams.

## Financial Management and General Responsibilities

- Build and manage departmental budgets, forecasts and commercial reporting.
- Monitor margins, pricing, cost control and profitability across all venue sales activity.
- Provide regular commercial updates, insights and recommendations to the CEO and Chairman.
- Undertake any other duties deemed commensurate with the post and as directed by management and / or the Company.

# PERSON SPECIFICATION

## ESSENTIAL

### Experience

- Proven experience in commercial leadership within stadiums, venues, sports organisations, conferencing, hospitality, or large-scale events environments.
- Demonstrated success in driving revenue growth and securing high-value commercial opportunities.
- Experience building, motivating, and leading high-performing commercial teams.

### Knowledge & Skills

- Strong understanding of commercial strategy, revenue growth, and market positioning within the events and hospitality sectors
- Competence in financial management, including forecasting, and understanding of commercial metrics.
- Ability to develop and implement sales campaigns, promotional packages, and tailored pricing models.
- Skilled in stakeholder management, networking, and maintaining strategic relationships with promoters, partners and key clients.
- Excellent communication, presentation, and negotiation skills.

### Personal Attributes

- Results-driven and commercially focused with a creative, strategic and entrepreneurial approach
- Confident, professional, and comfortable representing a major venue and sports brand.
- Organised, adaptable, and able to thrive in a fast-paced, evolving environment.
- Collaborative and influential, capable of inspiring others across teams and departments.
- Passionate about events, hospitality, customer experience, and live entertainment.

## DESIRABLE

### Experience

- Experience working with multi-purpose venues hosting conferences, exhibitions, concerts, and sporting events.
- Knowledge of digital tools and CRM systems to streamline sales processes.
- Experience in developing new commercial products, event concepts, or themed experiences.

### Knowledge & Skills

- Understanding of regional and national events markets and audience trends.
- Ability to mentor and develop team members
- Awareness of brand marketing, promotion strategies, and customer engagement initiatives

### Qualifications & Training

- Degree or equivalent qualification in business, marketing, hospitality, sports management, or related commercial field (preferred but not mandatory with substantial experience).
- First Aid, health & safety, or other safety-related training relevant to venue operations.

### Personal Attributes

- Enthusiastic about professional development and continuous improvement.

# THE TEAM

#WEBUILD  
TOGETHER

Head of Venue  
Sales

Venue and  
Events  
Coordinator

Marketing  
Executive -  
Venue

# YOUR APPLICATION

# KEY DATES



## Closing Date

31st January 2026



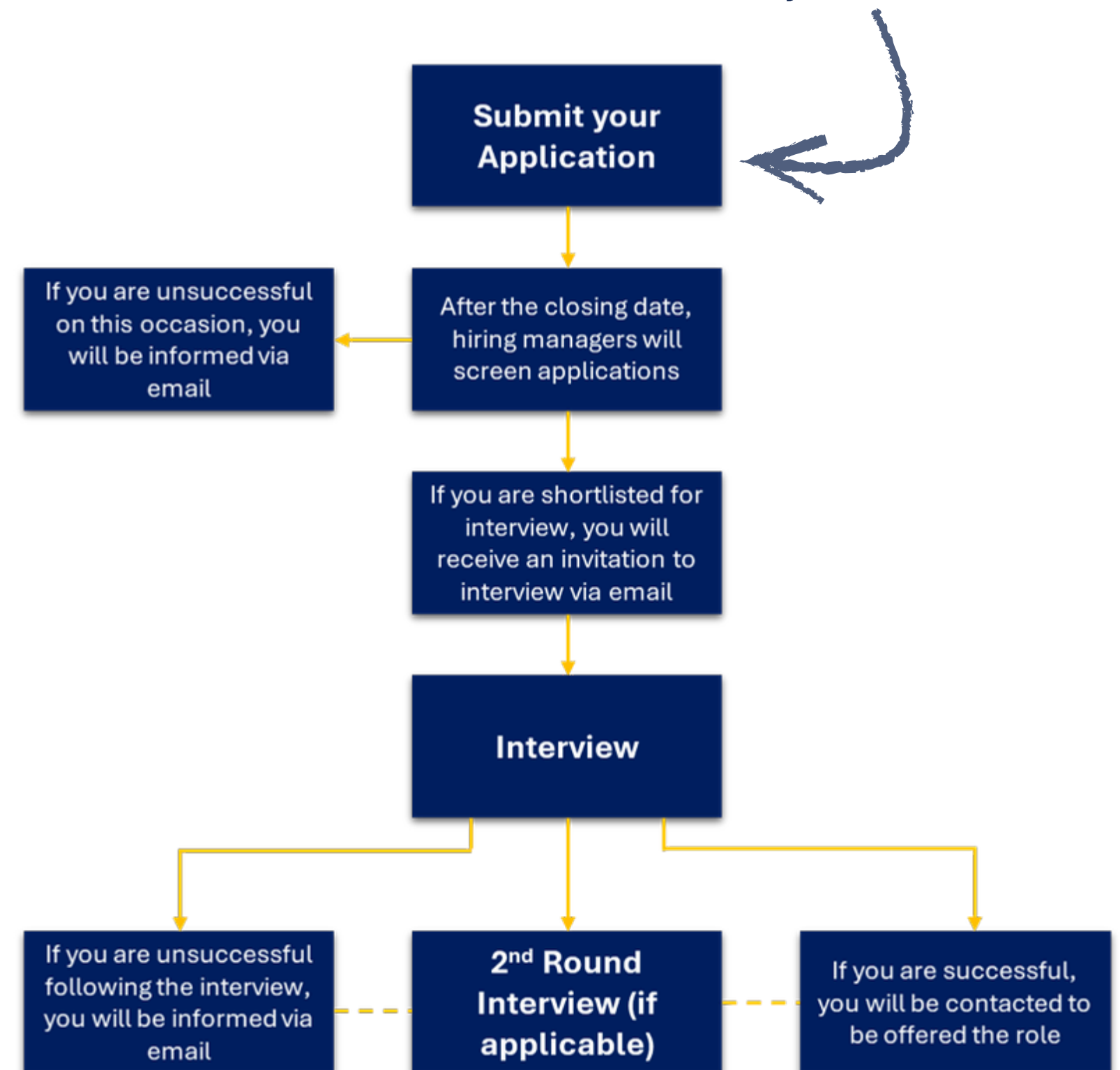
## Interview Date

W/C 9th February 2026



# APPLICATION PROCESS

via our website [www.warriors.co.uk/join-the-team](http://www.warriors.co.uk/join-the-team)



# DIVERSITY AND INCLUSION



## OUR COMMITMENT

At Sixways, we are proud to provide a welcoming and inclusive environment for everyone who works with us, volunteers their time, or aspires to join our team. As both the renowned home of Worcester Warriors and a thriving venue space, we believe that our strength lies in the diversity, passion, and commitment of the people who make Sixways special.

We value and celebrate the different backgrounds, experiences, and perspectives that each individual brings. This diversity not only enriches our workplace but also enhances the experience we deliver to our fans, guests, and partners.

We are committed to ensuring that Sixways is a place where everyone feels respected, supported, and able to thrive. We welcome applications from all backgrounds and look forward to continuing to build a team that reflects the inclusive spirit of our Club and venue.



## WORKPLACE ADJUSTMENTS

We want everyone to have the opportunity to perform at their best. If you require any adjustments to support you during the application or interview process, please let us know and we'll do our best to accommodate your needs. Similarly, if you are offered a role with us, we will work with you to discuss any workplace adjustments that could help you thrive in your position.

If you would like to talk about this or request an adjustment, please contact [HR@sixways.co.uk](mailto:HR@sixways.co.uk)



Brian Adams Concert 2017

## REQUIREMENTS FOR WORKING AT SIXWAYS

Please note that all offers of employment require:

- References deemed satisfactory by Sixways
- Proof of eligibility to work in the UK. For details on which documents can be used to certify your right to work, please refer to [Prove Your Right to Work](#)

## DATA PROTECTION

The information you provide in your application will be used by Sixways to assess your suitability for the role you have applied for.

We will not request any special category data at the recruitment stage (for example, information relating to health, ethnicity, or sexual orientation). However, any personal information that is shared or otherwise obtained during the recruitment process will be handled in accordance with our Data Protection Policy and relevant data protection legislation.

Further details about how we protect and use your personal data can be found in our Job Applicant Privacy Notice, or you can contact our Data Protection Officer at [DPO@sixways.co.uk](mailto:DPO@sixways.co.uk) for more information.



Francois Hougaard - Player



Fireworks @ Sixways



**READY TO MAKE  
YOUR MOVE?**

**WE'RE READY TO  
MEET YOU**