

What is a

**Business**

## Development Manager?

**careers**  
**in** sport.

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### Meet Rob, a Business Development Manager for Euro 2020.

Rob managed the hospitality sales team for UEFA EURO 2020. Rob spoke to us about his role for Euro 2020, what his day-to-day routine consisted of and provided some brilliant advice to those trying to break into the sports business industry.



### What is the role of a Business Development Manager?

My main focus was to exceed sales targets selling Euro 2020 hospitality into the UK market.

I took the lead on sales strategy, working closely with our marketing department to ensure my team had the right tools at hand to ensure a successful project.

### What skills and knowledge do you need?

The core competencies displayed in my role include strategic business development, product definition, development of sales operations & marketing strategy, recruitment, training and ongoing sales team management.

### What are three great things about working in the sports business industry

1. Meeting great people – the sports industry is full of ambitious, inspiring people.
2. Experiencing some of the best sporting events.
3. Sport connects people like no other industry.

### What advice would you tell young people looking for Business Development jobs?

Get out there as much as you can. A week's work experience in a club, stadium or organisation is invaluable. Whether you are volunteering or doing work experience, the more exposure you can get, that will stand out to employers is always helpful.

#### Average Salary:

£25,000 to £65,000 per year

#### Weekly working hours:

35 to 39 irregular. You could work: evenings / weekends / bank holidays

#### Future need for this role:

There will be 6% more Business Development jobs in 2025.

Industry:

**Sport Business**