



# Hospitality Sales and Business Solutions Specialist

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## Job information

Division / Unit: UEFA Events SA / Hospitality Sales & Marketing

Contract type: Permanent

Start date: 01.07.2024

Location: Nyon

## Main goal

The Hospitality Sales and Business Solutions Specialist leads IT and digital marketing projects and is actively involved in sales administration for UEFA's official hospitality programmes, including for the men's UEFA Champions League final, UEFA Europa League final and EURO.

## Key responsibilities

Technology/IT solutions

- Configuring the ticketing and hospitality system
- Leading IT projects related to the online hospitality sales system (API integration, CRM implementation)
- Supporting the selection of new suppliers
- Drafting specifications documents
- Converting business needs into user stories
- Following up on new system developments and tests

Digital marketing

- Running digital campaigns (newsletters, online advertising)
- Supporting website design and development
- Managing web content
- Managing digital agencies
- Proposing creative ideas for online marketing

Hospitality sales

- Liaising with internal and external stakeholders to set up sales for new competitions, organising contracts, terms and conditions, sales agents
- Following well-established sales and due diligence processes
- Administering sales in the back office of the ticketing system
- Managing incoming enquiries and sales leads
- Providing customer service to hospitality clients

## Profile



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Experience required:

- from 4 to 6 years / Working in an international environment, in a business role with a strong focus on IT and digital marketing
- from 1 to 3 years / In a client-facing role

Education:

- Bachelor's Business administration, IT or digital marketing

Languages:

- English / Proficient

Additional requirements:

- Adobe Creative Suite / Advanced
- CRM / Basic
- MS Excel / Proficient
- MS Outlook / Advanced
- MS PowerPoint / Advanced
- MS Word / Advanced
- Tableau / Intermediate
- Project Management / Proficient
- - Versatile
- Client-oriented
- Process-driven
- Strong business ethics
- Knowledge of IT tools and business software (any ticketing system, ERP, CRM, CMS)
- Basic knowledge of programming languages such as HTML, CSS or SQL

