



JOB DESCRIPTION

Role:	Head of Sales and Partnerships
Salary/Pay Band:	2.0
Benefits:	Holiday Allowance, Paid Breaks, Staff Discounts, Surfing time
Location:	Bahrain Surf Park, Bilaj Al Jazayer
Reporting to:	General Manager

YOU ARE PART OF WHAT WE ARE AND WHAT WE DO

Our Vision at Bahrain Surf Park is to bring surfing to the nation and inspire a passion for health, wellbeing and fun through *Waves for All*. We will attract visitors from all continents, grow Bahrain's surf and beach culture, and position Bahrain as a premier surf and play destination of the Middle East.

We create smiles, happiness, and wellbeing through safe fun activities for all backgrounds, abilities and generations, now and into the future.

OVERVIEW AND PURPOSE OF YOUR ROLE

As Head of Sales & Partnerships, you will work closely with the General Manager to plan, develop, and deliver the commercial strategy for Bahrain Surf Park.

This senior leadership role is critical to driving revenue growth through structured sales planning, proactive outreach, high-value partnerships, disciplined pipeline management, and the development of strong relationships across corporate, education, tourism, and community sectors. The role ensures BSP achieves its revenue, occupancy, and partnership objectives while maintaining strong commercial governance and alignment across the business.

You will be accountable for all sales functions, group bookings, account management, partnerships, and outreach programs, ensuring every commercial activity is executed to the highest standard and contributes to sustainable long-term growth. You will lead a high-performing team, optimise sales systems and processes, and ensure BSP's commercial engine is fully aligned with operational capability, brand values, and day-to-day trading requirements.

WHAT YOU DO:

The following aspects of this role are indicative only and in no way limit the Company in allocating additional accountabilities (specific tasks, projects or related activities) to the employee, within the scope of the employee's level of competence, experience, knowledge and qualification.

Leadership and Best Practice

- Set and uphold clearly defined commercial standards aligned to BSP's revenue, outreach, and partnership objectives, ensuring all activity reflects operational readiness and commercial discipline.
- Act as a brand and market ambassador, representing BSP's values while actively building visibility across government, tourism, corporate, sports, lifestyle and community channels.
- Foster a culture of continuous improvement, encouraging innovation and learning from challenges.
- Lead BSP's commercial presence at industry events, trade shows, schools/university forums, sports associations, tourism platforms and communities, positioning the park as Bahrain's flagship active-lifestyle destination.

Sales Strategy, Planning & Execution

- Develop and execute sales strategy as part of the broader sales and marketing plan.
- Lead the development and execution of BSP's commercial strategy, ensuring clear ownership of revenue targets across sales, memberships, lessons, group sales, partnerships, outreach, and events.
- Inspire, mentor, and manage a high-performing team responsible for sales, partnerships, and business development, ensuring clarity of roles, KPIs, and commercial priorities.
- Define and maintain clear performance metrics across conversion, lead pipeline, outreach volume, partnership value, CRM usage, and revenue forecasting, conducting structured performance reviews and coaching.
- Drive disciplined use of CRM (e.g., ZOHO) to ensure accurate lead management, forecasting, reporting, audience segmentation, and data integrity - supporting BSP's broader audience-ownership and yield strategies.
- Oversee pricing structures, rate cards, proposals, contracts, renewals, and invoicing, ensuring commercial accuracy and alignment with yield management frameworks.
- Collaborate closely with Marketing to define target audiences, integrate outreach priorities, align campaigns with revenue goals, and measure funnel performance.
- Develop the commercial capability of the team through coaching, structured training, and opportunities for growth, while building a long-term succession plan.
- Promote a collaborative and accountable commercial culture, ensuring strong alignment with Marketing, Operations, Events, and Finance to deliver on sales commitments and customer expectations.
- Monitor market trends, competitor activity, school/university calendars, tourism trends and partnership opportunities to inform commercial decisions and maintain a competitive edge.

Policies, Procedures and Process

- Ensure all sales and partnership activities comply with internal policies and external regulations.
- Work closely with Legal and Finance to ensure contract accuracy, compliance, risk management, and timely invoicing.
- Accountable for accurate use of CRM/ZOHO, ensuring all leads, outreach activity, accounts, pipelines, contracts, and reporting are accurately maintained to support audience ownership and yield management.

Events

- Oversee the planning and delivery of group events, ensuring alignment with brand standards and customer expectations.
- Work closely with Operations and Events teams to ensure seamless execution and high satisfaction.
- Support the development of bespoke event offerings for corporate clients and partners.
- Ensure all event requirements are clearly briefed and coordinated across departments.

Key KPIs

Revenue Contribution	Achievement of revenue targets across sales, memberships, lessons, group bookings, and partnerships, in line with the business plan and yield objectives.
Yield Performance	Performance against visitation, occupancy, session utilisation, and average transaction value targets across seasonal, weekly, and daily trading cycles.
Sales Conversion	Conversion rates across inbound leads, outreach pipelines, proposals, group bookings, and partnership opportunities.
Pipeline Quality & Forecasting Accuracy	Strength, depth, and accuracy of CRM pipeline data, including forecasting reliability, lead progression, and account health.
Partnership Growth & Value	Number, scale, and commercial value of partnerships, sponsorships, and brand collaborations secured and renewed.
Group Sales Performance	Volume and revenue contribution of group bookings across corporate, education, leisure, tourism, and community sectors.
Outreach Effectiveness	Growth, activity levels, and conversion performance across direct outreach to schools, universities, corporates, associations, travel trade, and community groups.
Commercial Governance	Compliance with pricing structures, contracts, documentation standards, and adherence to sales processes and internal controls.
Customer & Partner Satisfaction	Quality of account management, service delivery, event outcomes, and partner activation experiences (measured via feedback and repeat engagement).
Team Development	Achievement of Sales & Partnerships team development goals, capability building, performance uplift, retention, and engagement metrics.

Required Qualifications	<ul style="list-style-type: none"> ✓ Bachelor's degree in Business, Marketing, or related field (or equivalent experience). ✓ Proven experience in sales, partnerships, or commercial management. ✓ Strong understanding of CRM systems and data reporting tools. ✓ Contract negotiation and stakeholder management expertise.
Required Experience	<ul style="list-style-type: none"> ✓ Minimum 5 years in a senior sales or partnerships role. ✓ Experience managing teams and delivering revenue growth. ✓ Proven track record of securing and managing strategic commercial partnerships. ✓ Experience in hospitality, leisure, or travel trade sectors preferred.
Required Professional Skills and Attributes	<ul style="list-style-type: none"> ✓ Strategic thinker with strong commercial acumen. ✓ Excellent organisational and time-management skills. ✓ Confident communicator with strong presentation and negotiation skills. ✓ Ability to work collaboratively across departments. ✓ High attention to detail and data accuracy. ✓ Proactive and ambitious mindset with a hands-on approach. ✓ Strong networking aptitude and relationship-building skills.
Required Personal Qualities	<ul style="list-style-type: none"> ✓ A can-do attitude with resilience under pressure. ✓ Passion for sustainability, health, wellbeing, and the natural world. ✓ Enthusiastic about getting people active and engaged with surfing. ✓ Honest, ethical, and transparent in all dealings. ✓ Adventurous spirit and willingness to learn from challenges. ✓ Respectful, supportive, and community oriented. ✓ Committed to creating a fun, safe, and professional environment.

HOW YOU DO IT:

Our Team Culture depends on all our team pulling together, and competencies and behaviours matter. Through our performance appraisal process, the Senior Management Team at Bahrain Surf Park is committed to supporting you to behave and perform according to our values.

Waves for All:

We are inclusive in everything we do. We nurture everyone from the complete novice to the expert surfer, treating everyone with equal respect. We do what we say we will do, every day.

Bringing the Aloha Spirit to Bahrain:

We love and respect Hawaii - the birthplace of surfing - and we embrace their Aloha Spirit in everything we do. Our culture promotes kindness, understanding, and harmony among people, regardless of background or beliefs.

Vitality:

We care for each other because people are our business. We collaborate as one team, sharing ideas and passion to make a difference. We recruit with attitude in mind and do things "The BSP Way."

We Strive for Excellence:

We aim for the highest standards and never accept second best. Our first priority is safety. We embrace change, look for new ways to improve, and overcome challenges through teamwork and open communication.

Creating Smiles:

Everything we do is about creating safe and memorable experiences. We are a SMILE FACTORY! We want every guest to have the best experience and return again and again.

DECLARATION OF ACCEPTANCE OF JOB DESCRIPTION

I confirm I have read and understood the contents of this Job Description and will deliver it to the best of my ability throughout my employment with Bahrain Surf Park.

Signed in acceptance _____

Print Name _____

Line Manager _____

Print Name _____

Date _____

1 copy for Employee

1 copy for HR File