



Sales and Events Industrial Placement

Location: DPD Stadium at Franklin's Gardens, Northampton

Department: Sales and Events

Reporting to: Hospitality Sales Manager

Placement dates: September 2027 to June 2028

Eligibility: The placement must form a required part of the applicant's UK-based degree course

“Start your commercial career by helping to create memorable hospitality and event experiences for our partners and sponsors.”

Are you commercially curious, organised and passionate about creating outstanding experiences for customers?

Northampton Saints is offering an exciting opportunity for an undergraduate student to gain hands-on experience within the Club's Sales & Events team.

During the placement, you will support the delivery of exceptional hospitality experiences, contribute to successful matchday and non-matchday events and gain insight into revenue-generating activity within a professional sports organisation. You will develop practical experience across sales, event coordination, customer service and client relationship management.

From supporting hospitality bookings and preparing client proposals to researching new business opportunities, you will see how different commercial activities combine to deliver memorable experiences and support the Club's success.

This opportunity would suit someone who enjoys working with people, managing details and turning plans into action, and who is interested in developing a career in sales, events, hospitality, account management or the wider sports industry.

What you will learn and experience

Working with the Hospitality Sales Manager and wider Sales & Events team, you will have the opportunity to:

- Support day-to-day Sales & Events activity, including hospitality bookings, event planning, client communications and the preparation of proposals, presentations and event documentation.
- Help plan and deliver matchday and non-matchday events, working with colleagues and stakeholders to create outstanding customer experiences.
- Research the market and identify potential new business opportunities across hospitality and events.
- Maintain accurate customer information in the Club's relationship management systems and assist with sales-performance reporting.
- Work collaboratively with the Marketing and Commercial Partnerships teams to align event promotions and campaigns.
- Develop practical experience of customer and stakeholder communication while learning how commercial activity supports a professional rugby club.



- Receive ongoing support and mentoring from experienced professionals throughout the placement.

What we are looking for

You do not need to begin the placement with extensive professional sales or events experience. We are looking for someone who is enthusiastic, proactive and ready to learn.

You should:

- Be studying a relevant undergraduate degree and have a placement year that is a required part of your UK-based course.
- Have a genuine interest in sport and in understanding the business behind it.
- Communicate confidently with customers, clients, colleagues and other stakeholders.
- Be organised, proactive and enthusiastic, with strong attention to detail and the ability to take responsibility and manage changing priorities.
- Work collaboratively and contribute positively within a fast-paced team environment.
- Be comfortable using Microsoft Office in a professional setting.
- Be available to support occasional extended hours during peak periods, including evenings and weekends.

Previous experience of using a customer relationship management system would be beneficial but is not essential.

What you will gain

This placement will help you build a strong combination of transferable and technical skills, supported by practical career and development guidance. You will have the opportunity to:

- Develop transferable skills in communication, teamwork, organisation, problem-solving, adaptability, attention to detail and managing competing priorities.
- Build technical experience in sales processes, hospitality bookings, event planning and delivery, customer relationship management systems, sales reporting, market research and business development.
- Strengthen your ability to communicate professionally with customers, clients, colleagues and other stakeholders, and to prepare clear proposals, presentations and event documentation.
- Apply your academic learning in a professional environment and gain a practical understanding of how commercial teams contribute to the success of a Premiership Rugby club.
- Receive regular guidance, constructive feedback and mentoring from experienced colleagues to support your confidence, performance and continued development throughout the placement.
- Gain support to reflect on your strengths, development priorities and future career interests, helping you translate your placement experience into applications and interviews.
- Build professional relationships and relevant experience for future opportunities in sales, events, hospitality, account management, business development and the wider sports industry.

Additional paid casual-work opportunities:

From time to time, separate paid casual vacancies may be available within the Club, including match-day and retail-store roles.



Placement students may apply for suitable vacancies where available, but casual employment is not guaranteed and would be subject to a separate application, selection and contractual process. Any hours worked in a paid casual role would be separate from the university placement.

Placement arrangements and eligibility

This is an unpaid educational placement running from **September 2027 to June 2028**. Reasonable travel expenses will be reimbursed in accordance with the Club's agreed expenses arrangements.

To be eligible, applicants must:

- Be enrolled on a UK-based undergraduate degree course with an industrial placement or placement year as a required part of the course.
- Obtain confirmation and approval for the placement from their university and remain registered as a student throughout it.
- Be available for the full placement period.

Application Details:

Please complete our online application form here: <https://yq0lvkhcoir.typeform.com/to/nij9w6jR>

Closing date: 9th November 2026

The opportunity may close earlier if a high volume of applications is received.