

## Job Title

# Head of Sales, Commercial Development and Events

## Your Role

Responsible for delivering all appropriate sales and business-to business related targets across the Club, retaining & fostering current business and exploring all new opportunities.

To devise the Club's commercial strategy whilst looking to source and secure new commercial revenue streams to grow the Club in line with agreed Club objectives.

Negotiating and overseeing contracts, pursuing new business opportunities and leading the Club's sales and marketing activities.

## Main Roles & Responsibilities

### Sponsorship

Create a commercial framework for sponsors, then attract new corporate partners to the Club through the identification, sale and negotiation of agreed packages.

Lead the on-going management of these relationships to ensure expectations are met and incremental income opportunities secured.

### Corporate Hospitality

Ensure targets are met for the sale of seasonal hospitality packages, match-day sponsorship and corporate events.

Lead and oversee, operational delivery of match-day packages, dinners and other corporate events to ensure that the customers' experience matches, or exceeds, the expectation created through the sales process.

### Advertising

Ensure the sale of perimeter advertising boards, commercial website properties, programme pages, team sheets, digital media and other ambient opportunities including player kit sponsors and others.

Responsible for generation of additional revenue streams where possible.

## Knowledge & Experience

Sales experience in a similar role is essential.

Must have excellent communication skills, both written and verbal, be able to identify business decision makers and converse intelligently with all levels in an organisation.

Demonstrable experience within a comparable organisation/elite sporting environment.

Commercially astute and highly motivated with a 'can do' attitude.

Understanding and knowledge of the local and national business market in respect of sponsorship opportunities.

Must have the ability to develop within the role, learn new skills and also foster/manage change.

