



Job & Person Description

Job Title	Commercial Operations and Sales Executive
Department	Commercial
Reports to	Commercial Sales Manager
Responsible for	Commercial Operations and Commercial Sales
Purpose of role	
<p>To generate income for PUFC through advertising, sponsorship and hospitality. Developing innovative ideas to maximise income generation. To maintain relationships and revenue streams with current commercial partners and to develop new commercial relationships. To ensure all current/future partnerships are activated and packages delivered. To develop the Commercial offering ensuring excellence in customer service at all times. To network and maximise matchday and non-matchday revenue.</p>	
Measures of Success	
<ul style="list-style-type: none"> • Budget - a clear understanding and ability to manage the department's budget. • Sales - ability to sell, close deals, meet targets and drive further revenue. • Commercial product knowledge - understanding of the business and all commercial products. • Customer engagement - maintaining good rapport with customers, post deal customer service, long-term business. • Management - a well-managed, high performing team that have clear objectives and deliver the required results. • Positive feedback - feedback received from The Board, managers, colleagues and customers. 	

Main Duties
<p>Commercial Sales</p> <ul style="list-style-type: none"> • Ensure you have an understanding of all commercial aspects and knowledge of margins, costs and budgets. • Be responsible for meeting individual sales targets and the sale and co-ordination of all match hospitality and sponsorships.. • Be accountable for the sale of club advertising/hospitality/sponsorship packages from entry level to high level. • Ensure negotiation skills are used to develop agreements and contracts with well- known brands and sponsors. • Be confident to manage the sales process from initial contact to closure, driving individually sourced leads • Be able to develop new feasible revenue generating ideas <p>Account Managing</p> <ul style="list-style-type: none"> • Take responsibility for maintaining good relations with all the Club's Commercial Partners and Sponsors associated with the above sales. • To work closely with the Commercial Director and Commercial Sales manager in securing 'Major Sponsorships' for the Club (e.g. front of shirt sponsor naming rights sponsor).

Planning, Finance & Administration

- Understanding the value drivers of the business and identifying profitable commercial opportunities to grow revenue
- Developing and maintaining an excellent understanding of the key customers/target audience to ensure that their needs are being met and that their business is retained.
- Understand the departments' budget.
- Ensure commercial agreements are in line with legislation and completed and held on file for all relevant sales.
- Update procedures on a regular basis ensuring any recommendations and improvement ideas are submitted to the Commercial Sales manager and Commercial Director.

Events & Matchday Duties

- Involvement and organisation in sales of events e.g. non-matchday events on the pitch, sporting evenings, golf days, dinners.
- Develop new event ideas and work on an events calendar.
- Be an integral part of matchdays ensuring engagement with the Club's Commercial Partners and Sponsors to ensure all their matchday needs are met.
- Work with the Hospitality Manager to ensure they are informed of all hospitality needs and rooms are set up accordingly with bookings/requirements

Development

- Be a key player in ensuring good customer service is delivered throughout the business, take ownership of problems and provide solutions.
- Attend any networking events as required to fulfil the role.
- 1 to 1 performance reviews with the Commercial Sales Manager to discuss commercial's performance, new initiatives any feedback or issues.
- Understand the role this particular position plays in the commercial team and wider business of the football club.

Other responsibilities

- Be aware of the PUFC policies, procedures & best practise so that concerns of non-compliance can be raised at all times e.g. Safeguarding, Inclusion, Diversity, health and safety
- Work within the company processes (HR, Finance, Training Ground and Media & Marketing Team etc). Seek advice & guidance if required ensuring employees and processes work seamlessly together.
- Always ensure GDPR, data protection and wider compliance with all required external bodies
- Attend meetings, training and professional updating as and when required.
- To undertake relevant training and development activities and to respond positively to new and alternative systems.

In addition to these responsibilities carry out such duties as may reasonably be required. The above duties are a guide to the nature of the work required & are not intended to reflect all tasks associated within the role.

Person Specification

These are the attributes you need to be to be considered for this role. All criteria are essential unless stated as desirable only. To be considered for working at PUFC we expect you to share and demonstrate Our Values. These are a key part to you getting the most out of work at Peterborough United Football Club.

Experience & Qualifications

- Experience of working in a sales environment
- Proven administrative and excellent organisational skills
- Sound knowledge and an understanding of excellent customer service within a Sales & Marketing environment
- Previous experience within a hospitality environment (desirable)

Skills and personal attributes

- Ability to build excellent working relationships with our managers colleagues and staff and external stakeholders.
- Plan and prioritise workload so that deadlines and standards are met.
- Strong work ethic with a can-do attitude with drive and self-motivation
- IT skills, accuracy and attention to detail
- Ability to manage multiple tasks and projects simultaneously
- Solution focused mindset
- Full UK Driving license required.