



## Job & Person Description

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| <b>Job Title</b>  | <b>Commercial Sales Manager</b>                   |
| <b>Department</b>   | <b>Commercial</b>                                 |
| <b>Reports to</b>   | <b>Commercial Director</b>                        |
| <b>Responsible for</b>  | <b>Commercial Operations and Commercial Sales</b> |
| <b>Purpose of role</b>  |   |
| <p>To drive the club's commercial sales and operations strategy through maximising existing revenue streams and identifying new commercial opportunities, including but not limited to; sponsorship, partnerships, match day hospitality and events. The individual must seek to maintain existing commercial relationships and have the ability to forge new relationships with local, national and international organisations. The ability to manage a small sales force team and generate new leads within planned and targeted business and geographical areas shall be fundamental to the role.</p> <p><b>Measures of Success</b></p> <ul style="list-style-type: none"> <li>• Budget - a clear understanding and ability to manage the department's budget.</li> <li>• Sales - ability to sell, close deals, meet targets and drive further revenue.</li> <li>• Commercial product knowledge - understanding of the business and all commercial assets and packages.</li> <li>• Customer engagement - maintaining good rapport with customers, post deal customer service, long-term business.</li> <li>• Management - a well-managed, high performing team that have clear objectives and deliver the required results.</li> <li>• Positive feedback - feedback received from The Board, managers, colleagues and customers.</li> </ul> |   |

## Main Duties

### Commercial Sales/Operations

- The sale of the club's core sponsorship and partnership packages including, stand sponsorship, kit sponsorships, hospitality, advertising and events.
- Conducting onsite and offsite meetings, creating presentations and closing business
- To effectively lead, manage and support the commercial sales team
- Coordinate the operational requirements of the commercial sales team
- Coordinate and run a successful quarterly business networking club
- Refine and deliver an effective sales strategy, targeting key sectors and organisations.
- Set effective sales targets across outbound sales calls, emails, Linked in outreach.
- Build local business knowledge and generate a personal network of B2B contacts.
- Maintain and develop relationships with existing partners in person, via telephone calls, emails, and all other forms of communication.
- Understand all aspects of the commercial business & be a team player in commercial budget & contract delivery.
- Support the development & delivery of a tiered partnership programme for businesses to engage with the Club.
- To increase commercial revenue from the stadium and training ground through the means of corporate events, special on pitch events and new revenue generating initiatives.
- To develop and sell a range of home match-based sponsorship packages for all Peterborough United home matches in line with set targets, ensuring a high a level of customer experience is delivered at all matches.
- To develop the brand of Peterborough United within the local area, increasing its value with all relevant stakeholders.
- To identify up-selling and business growth opportunities across all the Clubs platforms and selling points.
- Create new and additional commercial revenue streams, with a business case behind them.
- Work in partnership with the marketing department to promote & maximise all commercial events and activities.
- To maintain, manage and improve relationships with key stakeholders in the business in addition to source new partners when required.

- To represent the brand to the highest levels of professionalism, ensuring that all sponsors and customers receive the highest levels of customer service and account management

### **Planning, Finance & Administration**

- Understand 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 Director.

### **Leadership**

- Manage, lead & inspire team to deliver success in each of their areas
- Ensure best practice recruitment, people management, performance management for all staff including professional development
- Lead in line with our values and behaviours

### **Events & Matchday**

- 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.

### **Development**

- Be a key player in ensuring outstanding 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 Director 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, EDI, 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
- Experience of working in the sports industry (desirable but not essential)
- Experience of managing a sales team
- 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, 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.