



Job Description: Commercial Manager

Job Title	Commercial Manager
Department	Club - Reports to CEO
Key Contacts Internal	Head of Departments, First Team, Academy, Foundation
Key Contacts External	The Football League, The FA, Hertfordshire Chamber of Commerce
Location / Requirements	Based at Stevenage Football Club Offices located at The Lamex Stadium, Broadhall Way, Stevenage, Herts, SG2 8RH, with duties from time to time at the Clubs First Team Training Ground and Academy. Due to the nature of the post, evening and weekend work will be required based around the Club's home First Team fixtures.
Hours/ Remuneration	40 hours - Remuneration commensurate with skills and experience.
Job Purpose	<p>To oversee and lead the Club's commercial operations through maximising existing revenue streams and identify new streams and trends within the market.</p> <p>The individual must maintain existing commercial relationships and have the ability to forge new relationships with local, national and international organisations.</p>
Duties and Responsibilities: Football Administration	<ul style="list-style-type: none"> • To oversee and deliver the sale of the Clubs core sponsorship packages • To increase commercial revenue from the stadium and other Club venues. • To develop and sell a range of home match-based sponsorship packages for all Stevenage FC home matches in line with set targets. • To develop and sell e-based sponsorship packages, utilising the Clubs media platforms to increase revenue. • To develop the brand of Stevenage FC within the local area. • To develop, reinstate and harness current, previous and potential relationships with local, national and international businesses. • To analyse stakeholder data and develop new commercial opportunities for the Club. • 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.





Personal Specification: Commercial Manager

Qualifications	Essential	Desirable
1 - Valid full (UK) driver's licence	✓	
2 - Advanced DBS Disclosure		✓
3 - Emergency first aid certificate		✓
Skills, Knowledge & Experience		
4 - IT skills to include the ability to use Microsoft Office (Excel, Word and Outlook)	✓	
5 - Previous sales experience & proven track record of commercial sales	✓	
6 – Knowledge of the local demographics, key business contacts and existing business networks		✓
7 – Knowledge and experience of EFL commercial requirements		✓
8 – Experience of developing creative and attractive commercial packages		✓
9- Experience of developing and delivering hospitality platforms and experiences.	✓	
10 – Experience of working with CRM systems to target customers and grow revenue streams	✓	
11- Strong organisational and administrative skills	✓	
12 - Excellent communication skills	✓	
13 - Accurate timekeeping skills	✓	
Attitude/Behaviours		
14 - Takes responsibility for ensuring a high quality of work	✓	
15 - A genuine team player who will support and motivate other members of the team	✓	
16 – An adaptive individual who can cope well in high pressure situations	✓	
17 – A proven ability to multi task and manage multiple projects	✓	
Personal Qualities		
18 - Hardworking and enthusiastic	✓	
19 - Meticulous attention to detail	✓	



STEVENAGE FOOTBALL CLUB
 THE LAMEX STADIUM
 BROADHALL WAY
 STEVENAGE | HERTS | SG2 8RH



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20- Understands the importance of confidentiality and integrity at all times	✓	
21 - Loyal and committed	✓	
22 – Seeks to learn and develop daily	✓	

Application Process: Commercial Manager

Application Instructions	<p>Interested applicants should write to or email to the Club outlining their suitability for the role in the form of a Cover Letter and submit a copy of their C.V.</p> <p>Application Postal Address: Stevenage Football Club, The Lamex Stadium, Broadhall Way, Stevenage, Herts, SG2 8RH</p> <p>Email Applications to: Lindsayp@stevenagefc.com</p>
Application Deadline	9am on Wednesday 2nd January 2019
Interview Date	Monday 7 th January 2019
Role Start Date	February 2019 Subject to Notice Periods
Employability Statement	Stevenage Football Club is committed to be an equal opportunities provider and welcomes applicants from all members of the community. Should you require assistance with your application please contact the Club in advance of your submission.



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