

**Job Description: Head of Commercial**

<b>Job Title</b>	Head of Commercial
<b>Department</b>	Club - Reports to CEO
<b>Key Contacts Internal</b>	Head of Departments, First Team, Academy, Foundation
<b>Key Contacts External</b>	The Football League, The FA, Hertfordshire Chamber of Commerce, Stevenage Borough Council, Stevenage Business & Technology Centre, Hertfordshire LEP
<b>Location / Requirements</b>	<p>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.</p> <p>Full Time – 40 hours per week including Home Match Days</p>
<b>Job Purpose</b>	<p>To oversee and lead the Club's commercial operations through maximising existing revenue streams and identify new commercial assets including but not limited to; sponsorship, partnerships, match day hospitality and stadium events.</p> <p>The individual must seek to maintain existing commercial relationships and have the ability to forge new relationships with local, national and international organisations.</p> <p>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>
<b>Duties and Responsibilities:</b>	<ul style="list-style-type: none"> <li>• To oversee and deliver the sale of the Clubs core sponsorship and partnership packages including stadium naming rights, stand sponsorship, kit sponsorships and digital platforms.</li> <li>• Develop a tiered partnership programme for businesses to engage with the Club, create a Business Club with quarterly meetings</li> <li>• To increase commercial revenue from the stadium and other Club venues through the means of corporate events, special on pitch events and private functions.</li> <li>• To develop and sell a range of home match-based sponsorship packages for all Stevenage FC home matches in line with set targets, ensuring a high a level of customer experience is delivered at all matches.</li> </ul>

	<ul style="list-style-type: none"> <li>• To develop the brand of Stevenage FC within the local area, increasing its value with all relevant stakeholders.</li> <li>• To develop and harness current and potential relationships with local, national and international businesses.</li> </ul>
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	<ul style="list-style-type: none"> <li>• To identify up-selling and business growth opportunities across all the Clubs platforms and selling points.</li> <li>• Create new and additional commercial revenue streams, with a business case behind them.</li> <li>• Work in partnership with the marketing department to promote and maximise all commercial events and activities.</li> <li>• Provide regular monthly reporting on progress across the department, leads and financial targets. Review the P&amp;L and provide narrative.</li> <li>• 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.</li> </ul>
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### Personal Specification: Head of Commercial

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 – Experience of negotiation Sponsorship agreements	✓	
6 – Experience of managing Partnership programmes	✓	
7- Previous experience of working in Football, Sport or Entertainment	✓	
8 – Knowledge and experience of EFL commercial regulations.		✓
9 – Experience of managing Hospitality on match days		✓
10 – Experience of running a Business Club		✓

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 multitask and manage multiple projects	✓	

Personal Qualities		
18 - Hardworking and enthusiastic	✓	
19 - Meticulous attention to detail	✓	
20 - Understands the importance of confidentiality and integrity at all times	✓	
21 - Loyal and committed	✓	
22 – Seeks to learn and develop daily	✓	