



## Grimsby Town Football Club

### Commercial Manager - Job Description

We don't just work for Grimsby Town Football Club – we *are* Grimsby Town Football Club. It's a remarkable story that began in 1878 and has continued uninterrupted ever since.

There is nothing bigger and nothing more powerful in uniting so many people – through purpose, passion and pride – than a football club. It's people's identity. It's their family; their heritage. It's where they belong. This is something that cannot be undone. The bond, ties and loyalty are forever. And by being here, we are part of the story.

This is no ordinary job. This is an extraordinary opportunity. We are more than staff, players, managers, coaches, analysts, physios, stewards and volunteers. We are friends, supporters, promoters, entertainers, role models and, in some cases, idols and legends. But we cannot be any of these things without each other.

None of us is bigger than all of us. Every day, we strive for better. We are a football club, but we're at the heart of something much bigger. A club formed from its community now has the power to define its community. We are today's authors of this black and white story.

This moment has been 143 years in the making. And the next chapter is in our hands. Together, we can achieve greater things. And to achieve greater things we need a great team, and this is where you come in.

<b>Job Title</b>	Commercial Manager
<b>Line Manager</b>	Head of Commercial
<b>Contract</b>	Permanent
<b>Hours of work</b>	37.5 hours per week including evening and weekend matchday work
<b>Salary</b>	£28,000 to £30,000 depending on qualifications and experience
<b>Holiday entitlement</b>	28 days includes Public and Bank Holidays (pro rata in relation to hours)
<b>Key internal relationships</b>	Head of Commercial, Finance Manager, HR Advisor, Club Shop Manager, Ticket Office Manager, Strategic Communication and Marketing Manager

**Purpose of the job**

To generate income for the club through advertising, shop sales, hospitality sales, sponsorship and supporting the Head of Commercial in developing innovative ideas to maximise income generation. To support in maintaining relationships and revenue streams with current commercial partners and to develop new commercial relationships. To network and maximise matchday and non-matchday revenue.

**Main Roles & Responsibilities**

This role requires:

- A revenue driver with expert negotiating and influencing skills.
- A commercially astute individual.
- An experienced manager with strong leadership skills who is highly energised and motivated with a high level of commitment.
- An experienced relationship manager with a demonstrable track record.

The key responsibilities of this role are:

**Commercial Sales:**

- Ensure you have a good understanding of all commercial aspects including hospitality, retail sales, advertising etc.
- Be responsible for meeting budgeted sales targets.
- Ensure negotiation skills are used to develop agreements and contracts with local brands and sponsors.
- Maintain good relations with all the club's commercial partners and sponsors.
- Support in implementing the commercial strategy for the business.
- Understand the value drivers of the business and identify profitable commercial opportunities to grow revenue across the entire commercial spectrum.
- Develop and maintain an excellent understanding of the key customers/target audience to ensure that their needs are being met and that their business is retained.

**Events:**

- Work with the Head of Commercial to develop an events strategy including introducing new event ideas and work on an events calendar at least 6 months in advance.
- Organise, manage and ensure sales of events e.g. non-matchday events, sporting evenings, golf days, dinners etc.

**Matchday Duties:**

- Be an integral part of matchdays ensuring engagement with the Club's Commercial Partners and Sponsors to ensure all their matchday needs are met.
- Ensure all hospitality needs and rooms are set up accordingly with bookings/requirements.

**Management & Development:**

- Work with the wider commercial team ensuring they are motivated and competent in their roles, have excellent time management skills to enable the effective delivery of their duties.

- Effectively accomplish all goals and are driving sales and delivering the highest level of customer service.
- 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.
- Meet with the team on a regular basis to discuss commercial's performance, new initiatives, discuss any feedback and any issues.
- Identify any performance issues within your team ensuring regular review and discussions regarding any necessary training and development requirements and action accordingly supported by the Head of Commercial and HR.
- Ensure all commercial recruitment is conducted in line with our Safe Recruitment Policy and supported by HR.
- Support your teams' professional and career development.
- Attend and chair team and management meetings as required.
- Where required participate in disciplinary and grievance processes e.g. investigations, chairing of meetings.

This Job description should not be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in consultation in the light of the changing business needs.

Qualifications		Essential	Desirable
<b>Knowledge &amp; Experience</b>			
	Management experience essential.	✓	
	Sales experience in a similar role essential.	✓	
	Must have excellent communication skills, both written and verbal, be able to identify business decision makers and converse intelligently will all levels of an organization, from Managers to Directors.	✓	
	Demonstrable experience within a comparable organization/elite sporting environment	✓	
	Experience of planning and running corporate, social and promotional events.	✓	
	Commercially astute and highly motivated with a can do attitude	✓	
	Experience in monitoring and managing departmental budgets		✓
	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 deal with change.	✓	
<b>Qualifications &amp; Training</b>			
	A formal marketing qualification would be an advantage, but this would not exclude candidates who have the level of experience and education to manage this challenging role.		✓
<b>Personal Qualities &amp; Skills</b>			
	A proven track record of achieving and surpassing pre-determined sales targets	✓	
	Experience of leading/managing a team	✓	
	Excellent IT skills (ideally proficient in Microsoft Word, Excel and web-based content management tools)	✓	
	Able to work on matchdays (including evenings) and at other events outside of normal office hours	✓	
	Experience of working to deadlines, exceeding established targets in a high pressure environment	✓	
	Clear understanding of and commitment to delivering exceptional customer service	✓	
	Excellent people skills	✓	
	Excellent verbal and written communication skills	✓	
	An ability to adapt quickly, be flexible in the face of change and solution orientated	✓	
	Excellent organisational and time management skills	✓	
	Excellent presentation skills	✓	
	The ability to communicate concisely, assertively and effectively with various professional disciplines and at all levels of an organisation	✓	
	Accuracy and attention to detail	✓	
	Ambition to take on extra responsibilities and develop within the club	✓	

<b>Other Requirements</b>			
	A willingness to learn and develop as an individual, through CPD	✓	
	Applicants must be over the age of 18	✓	
<b>Safeguarding</b>			
	To have due regard for safeguarding and child protection policies, including the welfare of children and young people	✓	
	All new employees are subject to DBS checks, with our safeguarding officer.		✓

### **B Corporation**

Grimsby Town Football Club is currently working towards B Corp Certification. B Corp Certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials. To achieve certification, a company must:

- Demonstrate high social and environmental performance by achieving a B Impact Assessment score of 80.
- Make a legal commitment by changing their corporate governance structure to be accountable to all stakeholders, not just shareholders, and achieve benefit corporation status.
- Exhibit transparency by allowing information about their performance measured against B Lab's standards to be publicly available on their B Corp profile on B Lab's website.

B Corp Certification is holistic, not exclusively focused on a single social or environmental issue. And the process to achieve and maintain certification is rigorous and requires engaging teams and departments across the whole organisation. All employees are expected to commit to the journey of achieving B Corporation Status.

### **Safeguarding Statement (Delete if not required)**

Grimsby Town Football Club is committed to safeguarding the welfare of children and young people and expects all staff and Volunteers to endorse this commitment.

### **Equality, Diversity and Inclusion**

Grimsby Town Football Club's commitment to Equality, Diversity and Inclusion is to confront and eliminate discrimination whether by reason of age, gender, gender reassignment, sexual orientation, marital status or civil partnership race, nationality, ethnicity (race), religion or belief, ability or disability, pregnancy or maternity and to encourage equal opportunities (Protected Characteristics, Equality Act 2010).

Employees of Grimsby Town Football Club must ensure a positive commitment towards equality, diversity and inclusion by treating others fairly and not committing any form of direct or indirect discrimination, victimisation or harassment of any description and to promote positive working relationships between all internal and external stakeholders.

