 Blackburn Rovers Football & Athletic Ltd
Job Description

<table>
<thead>
<tr>
<th>Job title:</th>
<th>Senior Sales and Partnerships Executive</th>
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<tbody>
<tr>
<td>Department:</td>
<td>Commercial Department</td>
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<tr>
<td>Based at:</td>
<td>Ewood Park Stadium, Nuttall St, Blackburn, BB2 4JF.</td>
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<td>Reports to:</td>
<td>Head of Commercial</td>
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<td>Hours of work:</td>
<td>35 hours per week plus all home match days and any additional hours necessary for the performance of duties. This will include any other relevant business event as and when required.</td>
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<td>Contractual status:</td>
<td>Permanent</td>
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<td>Job purpose:</td>
<td>To secure and manage new and existing commercial partner relationships to assist in adding value to the Club and its partners. To be responsible for handling and executing all activities associated with assigned partnership accounts and strengthening current partner relationships.</td>
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2. Duties and responsibilities:

- To be committed to ensuring the safeguarding and welfare of all staff, customers and clients of the Club;
- To source and close new business;
- To build pipeline of new sales opportunities through proactive calling and networking;
- Maintain a full understanding of our product inventory and offerings to the market;
- Plan sales activities to achieve key performance indicators (KPI’s) and targets;
- To create bespoke sales and partnerships proposals as well as selling existing inventory;
- To work closely with the Hospitality Department to assist with growth of revenue attached to this area;
- To identify profitable sales and commercial opportunities to grow revenue/income at the Club;
- Respond to and follow up sales enquiries and leads;
- Generate reports to feedback on sales performance;
- Attend networking events;
- To work closely with the Ticketing, Hospitality, Merchandising, Marketing and Media Departments to assist with growth of revenue attached to these areas;
- To develop all commercial sales and partnership activities;
- Work with premium partners on their partnership strategies to deliver long-term sponsorship goals;
- To produce commercial business plans so as to ensure that all business development opportunities (new products, services and markets) are optimised ensuring departments follow industry best practice;
- Negotiate and maintain ongoing commercial contracts with suppliers and customers;
- Review contracts and offer recommendations on commerciality;
- Streamline lead generation processes enabling the sales team to chase leads swiftly;
- To make commercial recommendations to the Head of Commercial;
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- Research and develop strategies alongside Head of Commercial to commercially exploit new opportunities in the digital space;
- To assist in the development of commercial projections and reporting on financial outcomes and other KPI’s;
- To carry out industry market research to ensure the club is constantly informed of best practice and sector developments;
- To contribute to marketing and commercial communications strategy including direct mail, digital, e-comms and social media;
- To carry out regular reviews with customers to ensure their needs are met to ensure excellent customer service is achieved, build strong customer relationships, rights management and delivery of inventory from idea generation to execution;
- Identify networking opportunities across the local business community;
- To maintain and review accuracy of customer database in conjunction with the CRM system; and
- To assist in leading and inspiring the commercial team to meet the expectations for productivity, quality and strive for continuous improvement.

3. Skills required:
- Commercially astute and customer focused approach with desire to sell and ability to close deals;
- Ability to negotiate and influence with a proven strategic aptitude;
- Highly energised and motivated with a high level of commitment;
- The ability to work collaboratively with others to provide a high quality service with the skills to work both independently and as part of a team;
- Hands-on approach and excellent attention to detail with a positive, confident and determined approach;
- Self-motivated with the ability to work proactively using own initiative;
- Excellent and strong presentation and IT skills including the use of Microsoft packages such as Word, Excel, PowerPoint and Outlook;
- Excellent communication and inter-personal skills;
- Resilience and the ability to cope with rejection;
- A high degree of self-motivation and ambition;
- Regularly exceeds sales targets through sales and retention of clients

4. Knowledge required:
- Knowledge in sales and commercial with a proven track record of working within a sales/commercial and partnership department;
- Knowledge of sales strategy formulation and implementation; and
- Knowledge of the football business, the Club and its history.

5. Qualifications required:
- Relevant leadership/management qualification level 5 or above (or working towards); and
- Proven track record of working within a leadership position.

DBS check required: Yes (basic)
The document is a guide only and 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 the light of changing needs of the organisation.

**How to Apply**
Due to high-levels of interest, this post may close early so early application is advised, otherwise the closing date for this role is **5:00pm on Wednesday 14th September 2022**. To apply, please email your application form and covering letter to recruitment@rovers.co.uk. CV’s will not be accepted.

**Equality and Diversity**
Blackburn Rovers FC is committed to the principle of equal opportunity in employment and its employment policies for recruitment, selection, training, development and promotion are designed to ensure that no job applicant or employee receives less favourable treatment on the grounds of race, colour, nationality, religion or belief, sex, sexual orientation, marital status, age, ethnic and national origin, disability or gender reassignment.

**Safer Recruitment**
Blackburn Rovers FC is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. The successful applicant will be required to undertake appropriate safeguarding checks as well as providing proof of right to work in the UK.