Job Title: Commercial Sales Executive
Reports to: Commercial Manager
Location: Bloomfield Road, Blackpool
Hours: 37.5 per week
Salary: Up to £25,000 per annum, OTE

Who we are:

Blackpool Football Club is an English professional association football club based in the seaside town of Blackpool, Lancashire.

The club was founded in 1887 and has a very storied history, from being a founding member of the Lancashire League in 1889, rising to the Top-Flight of the Football League (the old First Division) in 1930, to winning the FA Cup in 1953 and being promoted to the Premier League in 2010 (becoming the first club to gain promotion from every division of the Football League via the play-off system.)

The team are competing in the Championship, the second tier of the English Football League, having gained promotion from League One in 2020–21.

The club have played their home games at Bloomfield Road since 1901.

About the role:

We are currently seeking a Commercial Sales Executive to join our established team, based at our Bloomfield Road Stadium.

As the Commercial Sales Executive, you will be a key part of the team supporting Commercial Sales activities across the Club. Your main focus will be to support the Commercial Manager in generating new business sales across our Hospitality Areas, Designated Sponsorship and Advertising Inventory.

You will provide a high level of customer service and be expected to remain professional at all times.
Key Responsibilities and Duties:

Hospitality Sales

To sell a range of Hospitality packages generating new business sales for all Hospitality areas. Duties include:

- Proactively generate new match-by-match leads.
- Ensure all enquiries are responded to and followed up in line with expectations and policies.
- Provide weekly pro-active sales reports to the Commercial Manager.
- Host new business clients on match day and at other business-related events.
- Represent Blackpool FC at any external events, meetings, exhibitions.
- Assist with sales, administration, and marketing of match day packages.
- To work closely with operations on a matchday to ensure clients contentment within all aspects of hospitality.
- Arranging and facilitating show rounds for matchday and seasonal sales.

Commercial Sales

To sell the full spectrum of Commercial sales including Match Day, Player Sponsorship and Stadium Advertising inventory.

- Identify and proactively contact prospective clients for the Club for sponsorship and advertising.
- Conducting onsite and offsite meetings, creating presentations, and closing business.
- To meet weekly sales calls and meetings targets.
- To meet and exceed monthly financial sales targets.
- Manage and grow a range of accounts.
- Weekly reporting to the Commercial Manager.
- Work all match days and club events, some of which are off site.
- Working effectively and positively with other members of staff.
- Support other members of the team in their duties as requested.
- Any other duties as deemed necessary to fulfil this role.
General

- To build a good rapport with all customers and resolve any complaints/issues quickly and effectively to maintain high quality customer service.
- To work as part of a team with all departments at the club.
- To report any operational, maintenance, cleanliness issues in hospitality areas to management.
- To adhere to all fire safety test procedures and to assist in the evacuation process in the event of a fire.
- Perform other duties as assigned.

The above job description is not intended to be exhaustive; the duties and responsibilities may therefore vary over time according to the changing needs of the club.
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<th>Person Specification</th>
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<td><strong>Essential Requirements</strong></td>
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| **Experience** | • At least two years relevant sales experience in a target driven role.  
• A proven track record of achieving new business sales through a pro-active approach. |
| **Knowledge & Skills** | • The ability to create strong working relationships with customers and clients, both on the phone and face to face.  
• Ability to work to deadlines and targets.  
• Have an understanding of customers needs.  
• Able to communicate, listens, interprets and conveys information.  
• Good IT skills particularly in Microsoft Office applications. |
| **Personal Qualities** | • A quick learner with the ability to work independently.  
• Good initiative, enthusiasm, problem-solving approach to new challenges.  
• Have excellent verbal communication skills.  
• Demonstrates honesty, integrity, reliability, and the ability to ensure confidentiality at all times.  
• Good organisational and time management skills.  
• Works within a team environment, co-operates with others, considers the needs of others and helps others to achieve objectives.  
• A strong commitment to their own personal development.  
• Flexibility to work outside of normal office hours. |
To apply for the position please submit an application form and a covering letter detailing how you meet the criteria for the role to Blackpool Football Club, Bloomfield Road, Seaside Way, Blackpool, FY1 6JJ.

As part of your application, please also complete our Diversity Monitoring Form and return it to HR@Blackpoolfc.co.uk.

The form will be separated from your application on receipt. The information on this form will be used for monitoring purposes only and will play no part in the recruitment process.

Closing date for applications is Monday 3rd October 2022.
**Safeguarding:** Blackpool Football Club Ltd and the EFL are committed to safeguarding the welfare of children and young people and expects all staff and volunteers to endorse this commitment. Posts advertised may require Enhanced Criminal Record Checks and may include checks against the Barred lists, as such it is exempt from the Rehabilitation of Offenders Act (1974). Therefore, all convictions, including spent convictions that have not been subject to filtering by the DBS should be declared.

**Recruitment checks:** You will also be required to provide details of referees for the previous five years working history or referees whilst in full time education.

**Equality and Diversity:** Employees must always carry out their duties with due regard to Blackpool Football Club’s policies and procedures. The employee must ensure a positive commitment towards equality and diversity 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.

**Inclusion and Anti-Discrimination Mission Statement:** At Blackpool Football Club we aim to provide an enjoyable experience for all supporters and hold inclusion and anti-discrimination at the core of our values. We are committed to creating an environment which welcomes and respects people from all communities, promoting equality and diversity at Bloomfield Road and its associated premises. As a Club we recognise the nine protected characteristics (age, disability, gender re-assignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex and sexual orientation) under the Equality Act 2010 and will play an active role in supporting inclusion and putting an end to discrimination.

The employee must ensure a positive commitment towards equality and diversity 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.

Blackpool Football Club is an equal opportunities employer.