



Exceptional | Edge | Energising

At Lincoln City Football Club, we believe that people make the difference and accordingly, we don't just look for the usual job requirements. As well as being experts in their technical areas, all of our team members demonstrate and work towards a clear set of traits which differentiate us from the norm.

As a Commercial Sales Executive you will be required to demonstrate behaviours reflecting the following traits, which we have termed the 3Es: Exceptional, Edge and Energising.

Exceptional

- **Forward thinking**
 - You will think ahead and prepare for future tasks and opportunities;
 - You will seek and provide new ideas and solutions to overcome challenges.

Edge

- **Streetwise**
 - You will work smart and demonstrates the know-how to win;
 - You will develop key relationships and networks effectively.

Energising

- **Finds a way**
 - You deliver results, within a team;
 - You develop and implement strategies to achieve positive outcomes.

JOB TITLE:	Commercial Sales Executive
DIRECTORATE:	Commercial
REPORTS TO:	Head of Commercial
RESPONSIBLE FOR:	Commercial
LOCATION:	LNER Stadium
HOURS:	40
MATCHDAY WORKING:	HOME <input checked="" type="checkbox"/> AWAY <input type="checkbox"/> BOTH <input type="checkbox"/>
DATE:	ASAP
DBS Check:	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>

Job purpose

The purpose of role is to proactively develop relationships with new and existing clients, generating income by selling partnerships, sponsorships and premium tickets at Lincoln City.

Key Responsibilities

- Managing and growing existing partners with seasonal and match day clients to drive incremental business;
- Identify, approach and successfully develop new partners in order to achieve agreed targets;
- Negotiating terms of sales, agreements and closing sales with customers;
- Attending regular functions, networking events, shows or exhibitions to continually promote the venue;
- Proactively responding to all inbound enquirers in a timely and professional manner. Convert enquiries into sales by gathering information, discussing packages, emailing quotes and follow up calls;
- Cross selling and upselling to support other commercial revenue teams;
- Manage the renewals process for premium tickets by supporting customers to re-purchase. Contact all customers by phone/email prior to the club campaign and follow up with a phone call where required;
- Manage player sponsors across all first team, academy and Lincoln City Women.

General responsibilities

- Carry out duties in accordance with all relevant company policies, including, but not limited to, the Health and Safety Policy, Code of Conduct Policy, Safeguarding Policy, Equality and Diversity Policy, Financial Regulation Policy and Social Media Policy;
- To safeguard and promote the welfare of all children, young people and adults at risk;
- To be vigilant and support all safety and security operations;
- Act always with utmost good faith to the Club, Foundation and the Company;
- Devote full attention and ability to fulfilment of the duties required by the role;

- Other duties as reasonably requested by a member of the senior management staff;
- To work closely with partnership organisations, to maintain good relationships and collaborative working practices;
- To work with colleagues throughout Lincoln City Football Club & Foundation to extend knowledge and skills in order to identify and develop best practice;
- Deal with enquiries and general day-to-day liaison with customers, colleagues and partners;
- Carry out general office duties including data recording, filing, photocopying, sending and receiving emails;
- Active participation on continuing professional development and the appraisal process;
- To undertake such other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this job;
- To maintain the quality of service provision, regularly evaluating work and seeking to make improvements;
- Present a professional image when dealing with both internal and external contacts and partners, acting in a professional manner always;
- To cover as and when required at other departments within Lincoln City Football Club & Foundation;
- To recognise commercial opportunities across all products within Lincoln City Football Club & Foundation;
- Promote the brand identity and increase Lincoln City fanbase throughout;
- To support the Lincoln City Football Club green energy saving strategy and meet all requirements including but not exclusive to recycling, waste reduction, energy efficiency; and
- Any other duties commensurate with the grade and falling within the scope of the post, as requested by the Chief Executive.

The above-mentioned duties and responsibilities should be regarded as neither exclusive nor exhaustive as the post holder may be required to undertake other reasonably determined duties and responsibilities, commensurate with the grading of the post, without changing the general character of the post.

Lincoln City Football Club & Foundation is committed to safeguarding and promoting the welfare of children and young people and expects all staff and employees to share this commitment.

Key relationships

- Director of Sales
- Commercial Executive

Scope of job

- To deliver sales across commercial inventory to both existing and new club partners

Person specification

Job Title: Commercial Sales Executive

KNOWLEDGE

The level and breadth of knowledge to do the job, eg. understanding of a defined system, method or procedure, legal or regulatory frameworks etc

Essential

- An understanding of B2B sales cycles
- Knowledge of negotiating terms of sale

Desirable

- Knowledge of commercial rights within football

TECHNICAL/WORK-BASED SKILLS

Skills specific to the job, eg. computer competency, typing skills, coaching skills etc

Essential

- Computer skills mainly around Microsoft products such as Word and Excel
- Excellent telephone manner and ability to articulate sales proposals

Desirable

- Ability to deliver sales pipelines

GENERAL SKILLS AND ATRIBUTES

More general characteristics, eg. flexibility, communication skills, team working etc

Essential

- Demonstrate a streetwise edge in approach to sales
- Ability to network effectively

EXPERIENCE

Proven record of experience in a particular field, profession or specialism

Desirable

- Proven sales record