



## Notts County Football Club

Meadow Lane, Nottingham, NG2 3HJ

0115 952 9000

office@nottscountyfc.co.uk

### NOTTS COUNTY FOOTBALL CLUB – JOB ADVERT

<b>JOB TITLE:</b>	Sales Manager
<b>REPORTING TO:</b>	Head of Commercial
<b>RESPONSIBLE FOR:</b>	TBC
<b>CONTRACT:</b>	Permanent
<b>HOURS OF WORK:</b>	Nominal 40 hour working week to include all home matches, events and functions as required (weekends and evenings)

#### PURPOSE OF THE ROLE

This is a key and crucial role to support the continued development and success of the club's short and long term commercial platform aligned with playing a key role in developing the club's revenue streams. The position will drive commercial sales and new business opportunities on a day-to-day basis. The role is responsible for achieving and exceeding all sales revenue targets through effective sales and marketing initiatives required to optimise revenues and maximise profits. The role is focused around finding and engaging new business and general match to match and seasonal sales. The post-holder also account manages all new contacts.

As a Sales Manager, you will play a crucial role in developing key revenue generating projects, including events, functions and sponsorship opportunities. This will require you to work closely with all of the club's senior stakeholders.

#### KEY RESPONSIBILITIES

1. Lead and/or play a key role in dedicated and specific commercial projects aligned with revenue generation and developing the club's brand including sponsorship deals, matchday hospitality, functions and events.
2. Manage all first team sponsorship throughout the season including tickets, signed shirts, programmes etc from the chosen player.
3. Organise Player Sponsors lunch, liaise with sponsors
4. Responsible for the management and relationship building and development of the club's hospitality package and hospitality package holders, including seating and car parking plans.

[www.nottscountyfc.co.uk](http://www.nottscountyfc.co.uk)

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VAT No. 828477978 | Company No. 04789632



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5. Develop, increase, promote and take bookings for match and non match day hospitality functions and events ensuring guest seating plans and guest list arrangements.
6. Responsible for showing around prospective guests and customers to 'sell' the venue in a professional, warm and friendly manner showcasing knowledge and awareness of the club from a match and non match day perspective.
7. Cold calling, as well as making and receiving phone calls, to make and receive bookings for match and non match day hospitality, functions and events.
8. Responsible for delivering a new business sales strategy that addresses different geographical sales coverage, implementing tactics, plans and profit targets for new business and rolling that out.
9. Identify and propose with the Head of Commercial the development of products, pricing and promotional plans for the club's assets, devising our "go-to-market" plan for our products, driving and coordinating the pace of execution.
10. Liaising with new and existing clients over the phone and email and meeting them face to face as part of the commercial sales strategy.
11. Assist in the overall business and account management for all commercial club sponsors, ensuring that the best standards of customer service and client satisfaction are upheld.
12. Liaise with the communications department in managing the content of commercial pages in matchday programme throughout the season.
13. Ensure all weekly/daily/matchday reports are administered accurately and to agreed timelines.
14. Leading, arranging and participating in local networking groups and forums to develop the club's brand and awareness of our hospitality & events platform.
15. Any other duties commensurate with the nature and scope of your role.

#### **MATCHDAY ROLE**

1. Responsible for meeting and greeting commercial clients.
2. Overall management of the matchday hospitality operation.
3. Assist the Head of Commercial in any other matchday areas.

#### **TECHNICAL SPECIFICATION**

1. Passionate about developing, progressing and driving forwards a successful commercial platform.
2. Results driven sales experience, delivering strong tangible financials in a customer focused organisation.
3. Proficient in managing budgets.
4. Experience of developing assets and taking them to market.
5. Credible experience working within sports stadia in a similar role.
6. Excellent sales skills and able to demonstrate and develop the Brand through active engagement.
7. Sound IT skills including Word.

8. Must have demonstrable experience of working within sports and be confident in all aspects of the role.

### **PERSONAL SPECIFICATION**

1. Confidence in being able to work and liaise with a wide range of individuals from both the football and corporate worlds.
2. Ability to work calmly under pressure.
3. Ability to work well as a member of a team and as an individual.
4. Actively cooperate and communicate with others, fostering a culture of teamwork and collaboration.
5. Proactively takes on new responsibilities and seek out opportunities to learn new skills.
6. Must be accountable for delivering results within assigned levels of accountability.
7. Adaptable approach to work and working hours and understands the requirements of the business to work outside of office hours as necessary.

### **HOW TO APPLY**

If you wish to apply for this role, please submit your CV and covering letter to Jordan Worthington, Head of Commercial, by email to [jordan.worthington@nottscountyfc.co.uk](mailto:jordan.worthington@nottscountyfc.co.uk) before the closing date.

### **CLOSING DATE**

- The deadline for all applications will be close of business (5pm) on Thursday 19th May 2022.
- Any applications received after this date may not be considered for the role.
- Applications must be supported by a letter detailing why the applicant believes they are a suitable candidate for the post and be accompanied with an up to date CV.

The appointment of the successful candidate will be subject to two professional/personal references to the satisfaction of Notts County Football Club.

Notts County Football Club is an equal opportunity employer. We are committed to ensuring equal opportunities, fairness of treatment, dignity, work life balance and the elimination of all forms of discrimination in the workplace for all staff and job applicants. We aim to create a working environment in which all individuals are able to make best use of their skills, free from discrimination or harassments and in which all decisions are based on merit.

Furthermore, it is our policy to treat all workers and job applicants equally and fairly irrespective of their sex, marital status, civil partnership status, transgender status, sexual orientation, race, colour, nationality, ethnic origin, national origin, culture, religion, age or disability.