



## Commercial Manager | Job Advert

York City FC is now recruiting for an enthusiastic, proactive individual to manage all aspects of its commercial operations in the role of Commercial Manager.

This full-time role will require the successful candidate to lead on the development of all revenue streams for the football club and will be the driving force behind the commercial arm of the club.

**Closing date:**

Friday 20<sup>th</sup> May 2022

**Interview date:**

W/c 23<sup>rd</sup> May 2022

**Interview format:**

- Panel interview

**How to apply:**

Please send your CV and covering letter, outlining how you meet the person specification and why you want to be part of what we do, to [enquiries@yorkcityfootballclub.co.uk](mailto:enquiries@yorkcityfootballclub.co.uk).

**Further discussion:**

Please contact Dave Penney – York City FC Sporting Director at [sportingdirector@yorkcityfootballclub.co.uk](mailto:sportingdirector@yorkcityfootballclub.co.uk)

**York City FC**

LNER Community Stadium | Kathryn Avenue | York | YO32 9AF

**Phone:** 01904 624447

**E-Mail:** [enquiries@yorkcityfootballclub.co.uk](mailto:enquiries@yorkcityfootballclub.co.uk)

**Website:** [www.yorkcityfootballclub.co.uk](http://www.yorkcityfootballclub.co.uk)

**Registered in England:** 04689338

**VAT Registration Number:** 809336031



## Commercial Manager | Job Description

**Role:**

Commercial Manager

**Hours:**

Full-time, permanent contract, inclusive of home match days and events

**Responsible to:**

York City FC Sporting Director

**Responsible for:**

- York City FC Retail Manager

**Main Purpose of Role:**

- To take overall responsibility for York City's commercial strategy and operations.

**Duties and Responsibilities**

The post holder will be expected to:

- Maximise sales in areas including perimeter boards and programme adverts.
- Create and sell a wide range of attractive sponsorship packages.
- Plan and deliver an outstanding matchday hospitality programme for all first team fixtures.
- Organise a variety of events for supporters, sponsors, and partners throughout each season.
- Effectively collaborate with:
  - York City FC Board of Directors
  - York City FC staff
  - City of York Council
  - Commercial partners and sponsors
  - CGC Catering
  - GLL
  - Stadium Management Company

**Social Conditions**

The post will be based at The LNER Community Stadium, however some off-site working will be necessary to carry out the duties of the post. A regular working week is inclusive of home first team matches, which will result in some evening and weekend work.

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### **Economic Conditions**

This is a full-time position with a competitive salary, dependent upon experience. The post holder is entitled to 20 days of annual leave per year, plus bank holidays.

### **Equality**

York City FC is firmly committed to the provision of equal opportunities and strives to ensure that discrimination does not occur. All employees have a duty to ensure that discrimination does not occur and support the implementation of the club's Equality Policy as appropriate. Any employee who discriminates on any of the grounds outlined in the Equality Policy may be subject to the club's disciplinary procedure.

### **Continuous Professional Development**

The post holder will be given reasonable training as required to carry out the duties of the post. The post holder will be expected to take ownership for their own continuous professional development and undertake relevant professional and vocational training, in line with job needs, throughout the duration of their employment.

### **Safeguarding Children**

York City FC is committed to equality of opportunity and safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff to share this commitment.

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## Commercial Manager | Person Specification

	Essential	Desirable	How Assessed*
<b>Experience</b>			
Previous sales experience, ideally within the conference and events, hospitality, or sport industry	✓		A/IV/R
A track record of achieving targets within a fast-paced environment	✓		A/IV/R
A sound understanding of sales processes and co-ordination	✓		A/IV/R
Business development experience		✓	A/IV/R
Managed and developed customer relationships effectively	✓		A/IV/R
Prepared and presented regular financial reports		✓	A/IV/R
<b>Qualifications</b>			
Undergraduate degree in a relevant subject		✓	A/C
Project management qualification		✓	A/C
<b>Skills and Knowledge</b>			
Outstanding communicator in a variety of formats (written, face-to-face, via phone)	✓		A/IV/R
High attention to detail	✓		A/IV/R
Understanding of the sports industry		✓	A/IV/R
Detailed knowledge of sales processes	✓		A/IV/R
Problem-solving and negotiation skills	✓		A/IV/R
Excellent relationship-builder	✓		A/IV/R
<b>Disposition and Personal Attributes</b>			
Ability to work under pressure and to demanding timescales/deadlines	✓		A/IV/R
A flexible and positive approach	✓		A/IV/R
A commitment and willingness to undertake relevant professional and vocational training	✓		A/IV/R
Enthusiasm and passion for the role	✓		A/IV/R
A 'self-starter' – takes responsibility for own workload	✓		A/IV/R

### \*Key to how skills are assessed

A = Application

C = Certificate checked at appointment

IV = Interview

R = References

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