

FALKIRK FOOTBALL CLUB



JOB DESCRIPTION

JOB TITLE:	COMMERCIAL EXECUTIVE SPONSORSHIP & ADVERTISING
SECTION:	COMMERCIAL
SALARY/ SCALE:	£18K PLUS COMPREHENSIVE BONUS SCHEME
CONTRACT TYPE:	FULL-TIME / PERMANENT
ACCOUNTABLE/REPORTS TO:	COMMERCIAL MANAGER / CEO

JOB OVERVIEW

To support the advertising and sponsorship functions for Falkirk Football Club. Working alongside the Commercial Manager to help sell all sponsorship and advertising assets within the club, to maximise income generation for the business. Working as part of the wider commercial sales team, playing an important role in helping the club achieve its strategic objectives.

JOB PURPOSE:

- To proactively promote, market and sell sponsorship and advertising assets within the business
- To generate, develop and pursue leads within an agreed sales framework
- To maintain accurate records and lead on administrative tasks associated with the commercial department
- To create, maintain and develop relationships with partners and the local business community

KEY RESPONSIBILITIES:

- Advertising and sponsorship sales
- An active member of the sales team, contributing to its success
- Supporting the Commercial Manager to help achieve targets and KPIs
- Help to update and maintain the clubs CRM and marketing software programmes
- To help keep all sponsorship and advertising architecture and commercial promotional materials relevant and up to date
- Create and develop marketing campaigns to increase sales
- Website maintenance for the commercial section of the site
- Maintenance of prospects lists and regular lead generation to increase sales
- Production of commercial invoices and relevant paperwork for partners
- Customer contract administration and relationship management
- Working within the events team to support the smooth running of the club's events
- Support and cover function for supporter services - retail, hospitality and ticketing
- To provide excellent customer service
- Positively deal with customer enquiries

ADDITIONAL RESPONSIBILITIES

- Help to deliver sponsorship benefits for club partners
- Match day hospitality duties including customer relationship management and coordination of match day income generation activities
- Sponsorship and advertising administration
- Supporter, stakeholder and wider community activities as part of the club's community engagement strategy
- Marketing and promotional activities associated to the commercial team
- Event ticket sales
- Such other duties as may be required from time to time by the Board of Directors and CEO

KNOWLEDGE SKILLS AND EXPERIENCE:

- Sales and/or marketing qualification or similar is desirable however full training can be provided
- A passion for commercial sales
- A passion for football and/or sport
- Good organisational and administrative skills
- Good time-management strategies
- Appropriate IT skills in a range of packages including Microsoft Word, Excel etc
- Good interpersonal skills
- Passionate, enthusiastic and driven to succeed and progress in a sales career

DEMANDS:

This is a post which requires an enthusiastic sales focussed individual who wishes to pursue a career in commercial sales. It involves flexibility in working hours, including working at Falkirk FC home games, given the nature of the business. The post also requires the individual to deal effectively with a range of partners, customers and stakeholders, demonstrating good judgement, pro-active problem solving and a drive to meet and exceed targets.

COMMUNICATION AND CONTACTS:

INTERNAL: Board of Directors, CEO, Commercial Manager, Head Coach, staff at all levels, volunteers

EXTERNAL: Customers, partners, stakeholders, supporters, local businesses and the wider community

WORKING ENVIRONMENT:

The role is undertaken within the company offices at the Falkirk Stadium with regular visits to other offices or locations for partnership and sales meetings. A flexible working pattern, including regular weekend and some evening work is a requirement of the post.