

FALKIRK FOOTBALL CLUB

PERSONNEL SPECIFICATION

POST: COMMERCIAL EXECUTIVE - Advertising & Sponsorship

<u>KNOWLEDGE/ SKILL</u>	<u>ESSENTIAL</u>	<u>DESIRABLE</u>	<u>SOURCE</u>
	<ul style="list-style-type: none">• Ability to sell sponsorship and advertising assets• Ability to operate relevant systems, both manual and computerised including CRM and marketing software• Strong communication and interpersonal skills• Ability to work alone and use initiative	<ul style="list-style-type: none">• Knowledge of professional football or sport• Can demonstrate a good pre-existing network of business contacts in Falkirk District.• Ability to create and develop relationships with partners	<ul style="list-style-type: none">• CV, interview
<u>EXPERIENCE</u>	<u>ESSENTIAL</u>	<u>DESIRABLE</u>	<u>SOURCE</u>

		<ul style="list-style-type: none"> • Experience of working within a sales job 	<ul style="list-style-type: none"> • CV, interview
<u>QUALIFICATIONS</u>	<u>ESSENTIAL</u>	<u>DESIRABLE</u>	<u>SOURCE</u>
		<ul style="list-style-type: none"> • Qualification relating to sales or marketing 	<ul style="list-style-type: none"> • CV, Certificates, references, interview
<u>OTHER REQUIREMENTS</u>	<u>ESSENTIAL</u>	<u>DESIRABLE</u>	<u>SOURCE</u>
	<ul style="list-style-type: none"> • Well-presented and have good communication and presentation skills • Driven, sales focussed individual • Friendly and approachable • Reliable and consistent • Helpful and positive attitude • Flexible attitude to working practices and demands • Responsible and trustworthy • Willing and able to make a positive contribution 	<ul style="list-style-type: none"> • Pro-active approach to personal development • Ideally passionate/knowledgeable about football and particularly FFC 	<ul style="list-style-type: none"> • CV, Interview

