



**JOB TITLE:**

Commercial & Communities Manager

**ROLE PROFILE:**

Forming part of a small but enthusiastic operational team, the Commercial & Communities Manager will be responsible for sourcing and securing new revenue streams primarily in sponsorship but also in events, hospitality, advertising and other ad-hoc initiatives. The ideal candidate will also be entrusted to oversee and manage the delivery of all matchday hospitality and events whilst making a conscious effort to increase and manage accounts and the relative revenues across their relative sectors. The candidate must be confident working in a dynamic environment offering a professional service throughout and will be entrusted to work alongside the Community Foundation in other campaigns as and when necessary. Experience in the roll is desirable.

**REPORTS TO:**

General Manager & Commercial Director.

**MAIN RESPONSIBILITIES:**

- Day to day management of all Commercial accounts, focusing on developing existing relations as well making a conscious effort to increase the pool of sponsors.
- Confidently sell sponsorship and other commercial packages to the existing clients as well as new customers to meet a pre-defined budget, including but not limited to the sale of; player sponsorship, matchday hospitality, website and programme advertising, executive season tickets, internal advertising boards and big screen content, B team sponsorship as well as working closely with the board and club hierarchy on 'Major Sponsorship' items, e.g. stadium/stand sponsor.
- Being able to competently navigate through a full sales process from initial conversations through to booking, payment and subsequent running of accounts/events/ matchday packages.
- Work with the catering and operations team to ensure the smooth running of the club's hospitality lounges both on the day and in the days prior.
- Responsible for leading on commercial related administration and preparation, including but not limited to managing bookings, distribution of tickets, table plans and catering numbers.
- Communicate with customers across telephone, email and face to face meetings. Site show arounds, matchday meetings and client interaction throughout the week/ matchdays is essential.
- Undertake an active matchday role ensuring that guests/sponsors are well looked after, whilst also being prepared to assist in waiting tables and other elements of a matchday dining service.
- Meeting targets set by the General Manager and Commercial Director as well as being able to competently report profit/loss.
- Any other reasonable duties which the General Manager or other senior members of the club asks you to perform.





## Crawley Town Football Club

Broadfield Stadium, Winfield Way, Crawley, West Sussex RH11 9RX  
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### PERSONAL SPECIFICATION:

- An organised person able to handle numerous tasks at any one time.
- A 'people person' who has strong relationship building abilities.
- Strong communication and time management skills.
- Ability to prioritise and anticipate workload.
- A willingness to get involved in various aspects of the club, when necessary.
- Valid full UK driving licence.
- Experience for this role is desirable.

### HOURS:

9am – 16:30pm, 5 days a week including home matchdays.

### SALARY:

£28,000 per year plus 10% commission.

### CLOSING DATE FOR APPLICANTS:

Friday 19th August 2022

To apply for the role, please send your CV and covering letter to Tom Allman ([tomallman@crawleytownfc.com](mailto:tomallman@crawleytownfc.com)).

Crawley Town Football Club are an equal opportunities employer.

