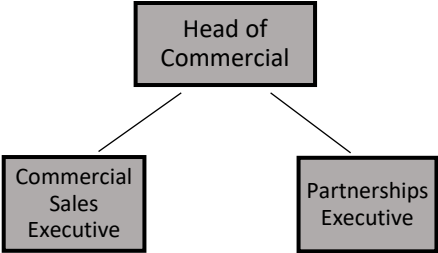


# Commercial Sales Executive

## Job Description

Job details	
Job title:	Commercial Sales Executive
Location	Bristol Rovers Football Club, Memorial Stadium
Hours:	37.5 hours per week (flexibility and occasional additional or unsocial hours are a requisite of the role)
Responsible to:	Head of Commercial
Team:	Commercial
Responsible for:	
Job Purpose:	Responsibility for growing the sales pipeline and helping drive the Club's sponsorships, advertisers and hospitality sales, ensuring all opportunities for new revenue generation within these areas are maximised, whilst maintaining strong relationships with the Club's existing partners and clients.
Relationship & Reporting Lines:	 <pre> graph TD     HOC[Head of Commercial] --&gt; CSE[Commercial Sales Executive]     HOC --&gt; PE[Partnerships Executive] </pre>
PRINCIPLE ROLE AND RESPONSIBILITIES	
1.	Responsible for growing partnership, sponsorship, advertising and matchday hospitality revenue streams.
2.	Clearly define target markets and measurable business development activities to increase sales, build and enhance long-term client relationships, attract new customers, and ensure high levels of repeat business are achieved.
3.	Work alongside the Club's marketing and media teams to grow BRFC revenue and partner brands delivered by the Club's digital platforms – website, app, streaming.
4.	Support with partnership account management to ensure highest levels of service for commercial partners.
5.	Represent the Club at relevant industry related sector events and attend regular networking events in the Bristol region.
6.	Identify opportunities to streamline processes and systems and support departmental innovation.

7.	Provide weekly reporting on the areas of success and areas where improvement is needed to the Head of Commercial.
8.	Building and maintaining lasting relationships with partners, sponsors, advertisers and key Club personnel.

### Person Specification

Knowledge		Essential	Desirable
1.	Educated to degree level or equivalent		✓
Skills, Abilities & Experience		Essential	Desirable
2.	A strong background sales	✓	
3.	A background at working in a professional sports environment		✓
4.	Excellent business acumen, with experience in understanding the analysis of data	✓	
5.	Excellent people and communication skills, with the ability to influence and engage at a senior level	✓	
6.	Excellent planning and organisational abilities	✓	
7.	Ability to build and maintain strong and long-lasting relationships	✓	
8.	Experience in driving high standards of service and performance within team members	✓	
9.	A willingness and ability to work flexibly in a friendly, fast-paced, and dynamic environment	✓	
Other		Essential	Desirable
10.	Excellent IT Skills.	✓	
11.	Proven track record of exceeding sales targets and ability to manage a large budget.	✓	
12.	Self-motivated and able to act on initiative.	✓	
13.	Able to work outside office hours as suits the venue needs	✓	
Personal Attributes/Values		Essential	Desirable

14.	Resilient, with the ability to handle adversity and challenge in a positive way.	✓	
15.	Highest levels of personal integrity and ability to maintain trust, sensitivity, and confidentiality.	✓	
16.	Able to work independently and as part of a team.	✓	
17.	Demonstrate an ability to foster a positive, values driven culture, where staff at all levels are supported and empowered to succeed.	✓	
18.	Flexible and adaptable attitude towards work.	✓	
19.	Innovative thinker with a drive to continually improve.	✓	

#### **Safeguarding Statement**

Bristol Rovers Football Club is committed to safeguarding the welfare of children and adults at risk and require all employees to share this commitment and promote the welfare of these groups.

Applicants will be asked about any previous convictions, cautions, reprimands, including those that are considered 'spent' as defined by the Rehabilitation Offenders Act 1974 (Exceptions) Order 1975 (Amended 2013). Appointment to this role is subject to a satisfactory Enhanced DBS Check (with children's barred list check) and references.

#### **Equality Statement**

Bristol Rovers Football Club is committed to creating an inclusive and diverse environment and is proud to be an equal opportunity employer. Qualified applicants will receive consideration for employment without regard to race, ethnicity, religion or belief(s), gender, gender identity or expression, sexual orientation, marital status, disability, age or with regards to pregnancy or maternity.