



# WOOTTON BASSETT TOWN FOOTBALL CLUB

A CHARTER STANDARD COMMUNITY CLUB  
Established 1882

## JOB DESCRIPTION

**JOB TITLE:** Commercial Manager  
**REPORTS TO:** Football Club Executive  
**DATE:** May 2015

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### SUMMARY/JOB PURPOSE

Develop and implement the Club's Commercial and Marketing strategy in order to maximise commercial revenues for both the seniors and youth sections of the football club. Create income which allows the club to grow.

Key responsibilities include:

- Develop and implement a commercial strategy covering 5 years, which supports the football development plan.
- Develop and implement a commercial framework across the club, aimed at forming long term relationships that provide the club with a sustainable base from which to operate, to include:-
  - Sponsorship opportunities
  - Advertising, via such as perimeter boards, programmes, Touchline newsletter, website, etc
  - Merchandising, in conjunction with the club merchandise administrator
  - Building and retaining business relationships
  - Promotion of club and club facilities to all sections of the community
- Publish annually the club's Commercial Prospectus, brief to all in the club, and promote the sponsorship/advertising opportunities
- Provide direction to the club on commercial best practices, and benchmark against commercial departments of other Clubs.
- Be responsible for, and steer, all commercial activities within the club, advising and involving all key personnel as necessary.
- Personally manage significant club commercial relationships, i.e. with a main sponsor, regarding the fulfilment of the Club's obligations to the sponsor and develop the relationship.
- Keep the Chairman and Executive informed of key progress on an ongoing basis.
- Form excellent relationships with all managers, members of the executive and volunteers at the club.



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## SKILLS/KNOWLEDGE:

### Essential

- 4-5 years of commercial/marketing experience.
- Strong written and verbal communication skills.
- Ability to direct, mentor, and motivate colleagues in delivery of commercial activities.

### Desirable

- Experience of marketing/commercial activities within a football club.