



Barrow AFC

The Progression Solicitors Stadium, Wilkie Road
Barrow-in-Furness, LA14 5UW

☎ 01229 666 010 🌐 barrowafc.com

Barrow AFC Commercial Manager

Job Description

Reporting to the Chief Executive, the successful candidate will have overall responsibility for the running of the Commercial Department of the Club. This is an exciting opportunity to shape Barrow's Commercial Department as the Club professionalises and looks to realise the opportunities of EFL membership and for the successful candidate to establish the club as a recognizable and attractive commercial brand.

Duties will typically include:

Standard commercial duties

- Responsible for meeting budgeted sales targets for each football season as set by the Board;
- Responsible for the sale and coordination of all match day related sponsorships such as iFollow, man of the match and match ball sponsorships;
- Responsible for the sale and coordination of all player sponsorships and matchday hospitality packages;
- Responsible for the sale and coordination of all website and matchday programme advertising;
- Responsible for the sale of internal and external advertising boards;
- Responsible for maintaining good relations with all the Club's commercial partners and sponsors associated with the above sales at all times ('Account Managing');
- Responsible for liaising with and handling all EFL commercial matters;
- To work closely with the Board in securing 'major' sponsorships for the Club (i.e., front of shirt sponsor, back of shirt sponsor, stadium naming rights sponsor);
- To organize and assist in the sale of events (e.g., sportsman's evenings);
- Developing new business and new commercial opportunities;
- Responsible for implementing robust data and reporting solutions on all commercial activities to enable monthly performance updates for the Chief Executive and Board.



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Matchday duties

- To host and engage with the Club's commercial partners and sponsors to ensure that all their matchday needs are met;
- To coordinate the Man of the Match sponsorship, including announcing the winner to all relevant parties.

Skills and experience

- Previous experience in a commercial role is highly advantageous;
- Previous sales experience is essential;
- A natural rapport builder at all levels;
- A passion for working in the football industry;
- Self-motivated; driven to meet and exceed given targets;
- Valid full UK driver's license would be an advantage;
- Experience of working with CRM systems to target customers and grow revenue streams.

Holidays

20 working day holidays plus statutory bank holidays.

Salary

Competitive. Includes basic salary and attractive performance-based bonus structure.

To apply, please send CV plus a covering letter including why you would be the suitable candidate for the role, your previous experience and salary expectations to Levi Gill (Chief Executive) at recruitment@barrowafc.com.

Closing date: Friday 9th April 2021.

Barrow AFC is an equal opportunities employer and welcomes applications from all sections of the community.