



LEWES FC | JOB OPPORTUNITY

Commercial Manager

Job Title: Commercial Manager

Employer: Lewes FC

Hours & Availability: 40 hours/week, requiring flexible hours including some evenings and weekends.

Location: The Dripping Pan (but with flexibility to partially work from home)

Remuneration: £30,000

Reports to: CEO

Reports: Head of Hospitality, volunteers

Key relationships: CEO, Directors, Fan and Community Engagement Officer, Communications Manager, volunteers, Ownerships Officer

Purpose of the job

- To source and secure new revenue streams primarily in sponsorship but also in events, hospitality, advertising and new initiatives.
- To build and nurture commercial relationships with our partners and ensure the delivery of agreed targets and deliverables.
- To advise and support the club and colleagues on the long-term commercial success of the club.

Who we're looking for

- You are highly motivated, targets-focused and willing to roll up your sleeves.
- You can spot revenue quick-wins as well as build a longer-term club strategy.
- You are fully aligned with Lewes FC's values and understand the positive impact that football can have on culture and society.
- You work well under pressure and can multi-task and deal with competing priorities in a calm, professional manner.
- You are an excellent communicator and happy to represent the club in meetings and events

- You are not afraid of how big this role looks but excited by the challenge and opportunities this brand-new role provides.

Background

Lewes FC is a unique, 100% community-owned club with a big personality. Lewes FC remain the only club in the world to split our playing budget and resources equally between our men's and women's sides and we take a strong stance against gambling adverts in football. We have over 2200 fan-owners living in 37 countries around the world. Our owners are a diverse bunch who like quality football as well as the drive for equality, transparency and integrity in the beautiful game.

Thanks to recent investment, we are seeking a Commercial Manager to manage our business and commercial operations, identify and capitalise on revenue-generating opportunities and help us become fully financially sustainable.

Role and Responsibilities

Manage our sponsorship and partnership portfolio

- Develop our commercial framework for sponsors.
- Identify, attract and negotiate new partnerships to hit club targets.
- Build and nurture relationships with our sponsors and partners and ensure we fulfil all contractual requirements.
- Develop innovative and creative partnership activation ideas in collaboration with colleagues.
- Manage and maintain our sponsorship databases.
- Provide timely and accurate forecasting and communication on the sales pipeline.

Manage our club shop and merch sales

- Run the online retail platform and manage relationships with partners, suppliers.
- Oversee the physical matchday club shop.
- Explore and develop new revenue opportunities based on data and fan engagement such as new merch lines and limited merch drops.

Identify new ways to generate revenue at the club

- Assess the viability of new ways of generating revenue, via fundraising, advertising, selling corporate packages, external events/games at the Dripping Pan, hosting events, running workshops and other new and unique initiatives.
- Develop revenue proposals and lead on agreed new initiatives.
- Assess progress against targets, analyse sales data and develop new strategies as required.

Support colleagues to meet revenue targets

- Manage the Head of Hospitality and collaborate on events, special offers and other ideas for increasing revenue.

- Advise, guide and support colleagues who have revenue targets in their work areas (eg on 3G sales, hospitality, pathway sponsorship, matchday sponsorships).

Represent the club externally

- Build strong relationships with local, national and international businesses.
- Attend business or networking events and build connections.
- Represent the club at FA meetings and fulfil FA Marketing requirements.

Stay on top of data/KPIs/trends

- Contribute to strategy development, determine and monitor club goals and targets.
- Understand our club's fanbase and ownership base, analyse club data and evidence and use to develop and inform the commercial strategy.
- Stay on top of relevant research and trends and feed insights back into club strategies.

Qualifications, Skills and Experience

- 3-5 years relevant experience in sales and marketing
- 1-2 years' experience of managing staff or volunteers.
- Experience of managing budgets and hitting or exceeding sales targets
- Excellent IT skills, proficient in Microsoft Office, databases. Design skills desirable.
- Commercially astute, a strong negotiator and highly motivated
- A self-starter with innovative ideas and a problem-solving attitude.
- Excellent interpersonal skills and the ability to communicate and get on with diverse groups of people.
- An understanding of why and how we are a different type of football club.

Lewes FC prides itself as an equal opportunity employer and we encourage and welcome applications from all candidates including those from under-represented backgrounds such as women, people with disabilities, BAME and LGBTQ+ candidates.

Given the low levels of diversity in football, we understand that candidates from under-represented backgrounds are unlikely to have been given adequate opportunity in the game. Consequently, we will ensure that the application process does not unduly favour candidates with such experience over applicants without it.

To apply, please email a CV and cover letter outlining why you'd be great for the role alongside any relevant experience to ashley@pineapplecareers.com. Deadline is August 4.