



Job Description

Post Title

Commercial Sales Executive

Department/Location

Commercial

Reports to

Head of Partnerships and Business Development

Purpose of the Role

To raise the profile of and generate revenue for the Club through effective and sustainable commercial partnerships, advertising contracts, hospitality, and ad hoc events.

The post holder will play a key role in developing effective relationships with clients and all stakeholders, both internally and externally, and portraying a high quality, professional image and experience at all times.

The post holder will also support the Club's aspirations in terms of Equality, Diversity and Inclusion (EDI), by ensuring that all Club partners subscribe to inclusive ways of working and that diversity is a guiding principle in determining those client relationships to develop and maintain.

Functional Links

Internal: Commercial team including Ticket Office and Retail
Chairman and Board of Directors
Finance team
Marketing and Communications team
All staff and managers in the Club and the Huddersfield Town Foundation

External: Local, national and international businesses
Supporters
External partners
Kirklees Stadium Development Limited (KSDL)

Key Performance Indicators

- Annual sales targets are at or above the expected level;
- Targets for increasing the diversity of the partnership base are met or exceeded;
- All Commercial activity is delivered within the agreed budget; and,
- The post holder makes a discernible contribution to developing a sustainable commercial model.



Role Specific Responsibilities

The post holder is required to:

- Focus on new sales efforts, assisting in commercial rights negotiations, and selling advertising and hospitality packages;
- Develop leads and secure meetings with prospective businesses through research, outbound calls, and building an industry network and profile locally and regionally;
- Develop bespoke and tailored partnership and hospitality proposals to suit the needs of individual companies, working with other members of the Commercial team as required;
- Close partnership deals including negotiating commercial terms and assisting in concluding contractual agreements;
- Supporting the Head of Partnerships and Business Development to develop strategies for generating revenue;
- Develop internal CRM and category management processes;
- Report weekly performance against agreed targets and be responsible for building sales pipelines to support the business's required revenue goals;
- Work with the Finance team in relation to internal and external auditing and accounting requirements, including statutory returns to HMRC;
- Liaise with other departments, including the Ticket Office and Retail teams, regarding any Club products/services that form part of commercial transactions;
- Maintain accurate records of income, to enable effective reconciliation with invoices and payments;
- Issue invoices in a timely manner;
- Support the Senior Commercial Manager – Hospitality with hospitality sales and all match day hospitality requirements;
- Cross-sell match day hospitality and experiences to both new and the existing client base; and,
- Provide regular reports for the Senior Management Team on sales opportunities, potential new Club partners and other aspects of commercial activity as required.

This job description is not intended to be exhaustive and the post holder is required to undertake any other duties as may reasonably be required by the Head of Partnerships and Business Development, the Commercial Director or any other senior leader/Director within the Club, commensurate with the level of the post.



Behaviour/Conduct

The post holder is required to:

- Be proactive with workload and interventions;
- Seek to continually develop their skills and knowledge;
- Adopt an organised and structured approach to fulfilling the duties and responsibilities of the role;
- Communicate appropriately at all levels;
- Be flexible to fit the development and growth of the organisation;
- Be flexible in hours of work;
- Be trustworthy and adhere to the Club's Code of Conduct and Ethics;
- Adhere to protocol and respect confidentiality in all matters, also protecting any data relating to the area of work in accordance with the Data Protection Act 2018 and the General Data Protection Regulation (GDPR) 2018;
- Consistently demonstrate high standards of behaviour and appearance and encourage the same from others;
- Demonstrate a commitment to safeguarding and promoting the welfare of children and young people; and,
- Be respectful of others at all times and behave in a non-discriminatory manner, taking account of all protected characteristics, as specified in the Equality Act 2010.

Additional Information

Safeguarding:

Huddersfield Town Association Football Club (HTAFC) Ltd. is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

The post holder will also be required to undergo Safeguarding Training, to be agreed with the Head of Safeguarding.

Equality, Diversity, and Inclusion:

HTAFC and The Huddersfield Town Foundation are diverse environments in which we respect all characteristics under the Equality Act 2010; we want everyone to feel valued and included within the Club and Foundation and to be able to achieve their full potential. HTAFC and The Huddersfield Town Foundation have a zero-tolerance approach to any form of discrimination and are committed to the redress of any inequalities by taking positive action where appropriate.



Accepted by:

Name (Printed)

Name (Signed)

Date

This Job Description was prepared in August 2021.

The proposed review of this Job Description is July 2022.

Person Specification

Post Title

Commercial Sales Executive

Area of Expertise	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Previous and proven track record in successful account management and new business generation. • Experience of liaising with people in a wide range of industries and professions, in a polite, courteous and respectful manner. • Proven experience in a sales role, including the ability to track sales, payments and outstanding debts. 	<ul style="list-style-type: none"> • Previous experience in a sporting environment. • Experience of holding sales meetings with senior professionals.
Education and Training	<ul style="list-style-type: none"> • A good standard of general education including GCSE English and Maths at Grade A*-C/Grade 9-4. 	<ul style="list-style-type: none"> • A degree or equivalent in business or other relevant subject area. • Sales and account management training. • Negotiation training.
Specific Skills and Knowledge	<ul style="list-style-type: none"> • Able to meet and exceed sales targets. • Knowledge of how to generate sales leads, working both individually and as part of a team. • Understanding of how to engage prospects and deliver sales/ partnerships presentations. • Excellent IT skills including proficiency in all Microsoft Office applications. • Confident in speaking to a range of stakeholders, both internally and externally. • Excellent communication skills, both written and verbal. • Strong networking capabilities. 	<ul style="list-style-type: none"> • Knowledge of the competitive football landscape in terms of sponsorship sales, existing partnerships and potential opportunities in relation to specific brands and industries. • Knowledge of match day hospitality arrangements.

Area of Expertise	Essential	Desirable
Specific Skills and Knowledge (Continued)	<ul style="list-style-type: none"> • Well-organised with the ability to manage own workload and multiple projects simultaneously. • Able to maintain accurate and up to date records of daily, weekly, and monthly activity. • Able to work under pressure and to meet deadlines. 	
Additional Requirements	<ul style="list-style-type: none"> • Flexible approach to work and working hours, to meet the demands of the role. • Professional appearance. • Able to travel to a wide range of locations, using own or public transport. • Committed to equality and diversity initiatives, and inclusive practice. • Committed to safeguarding children and young/vulnerable adults, and suitable to work with individuals in these groups. 	