

Hyde United Football Club

JOB DESCRIPTION

Work Location	Ewen Fields Stadium Walker Lane Hyde Cheshire SK14 5PL
Post Title	Commercial Manager
Remuneration	By Commission
Reporting to	General Manager Pete Ainger & Commercial Sub-Group Directors
Main Contacts	Members of Business Community, both local and national. Supporters of HUFC, HUFC Supporters Club, Community Representatives, HUFC Office Staff, Board Members and Club Officials, HUFC Social Club
Hours of Work	Negotiable

AIMS AND RESPONSIBILITIES OF THE JOB

The key responsibility is to increase revenue streams for Hyde United Football Club including, but not limited to, Stadium/Stand sponsorship, selling perimeter boards, programme advertisements and match sponsorship packages in the Peter O'Brien Lounge. Furthermore successful applicant will boost income with current advertisers as well as secure new business. They will:

- 1) Be the primary contact for all commercial activity connected with the club.
- 2) Be responsible for commercial activities at Hyde United Football Club.
- 3) Promote and increase membership of the Hyde United/Willow Wood Lottery.
- 4) Help increase attendance at matches and increase awareness of the Club.

PRIMARY DUTIES

- 1) To generate income for Hyde United Football Club through sale of ground advertising, match sponsorships and programme advertising.
- 2) To promote and increase membership of the Hyde United Lottery
- 3) To undertake commercial activities as directed by nominated officials of Hyde United Football Club with a view to increasing revenue streams.
- 4) To prepare monthly written reports, on commercial activities and projections, for presentation to the Board of Hyde United Football Club.

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PERSON SPECIFICATION

MINIMUM ESSENTIAL REQUIREMENTS

The successful candidate will be able to demonstrate most, if not all, of the following qualities:

Skills/Knowledge

The ability to work as part of a team with minimal supervision.

Excellent interpersonal and communication skills.

The ability to complete financial projection reports.

Good literacy and numeracy skills.

A knowledge of sales and marketing practices

Computer Literate.

Innovate ideas associated with income generation on behalf of Hyde United Football Club.

Car and full driving license.

Experience/Qualifications/Training

Previous Lottery experience (Desirable)

Previous commercial experience (Desirable)

Previous sales and marketing experience (Essential)

Previous IT experience (Desirable)

Work related circumstances

A flexible approach to working hours will be required

Duties to be carried out in close liaison with General Manager and the Board.