

## Job Description

### Commercial Manager

<b>Position:</b> Head of Commercial	<b>Department:</b> Sales	<b>Reporting to:</b> MK Dons Football Executive Board
<b>Salary:</b> £45,000 to £59,999	<b>Contract:</b> Permanent	<b>Hours per week:</b> 37.5

**Job purpose:** To drive commercial revenue in MK Dons across Club Partnerships, Hospitality, Sponsorship, Advertising and Events.

#### **Role Competencies:**

##### **Planning Timescales:**

- Prepare the MK Dons Commercial Budget for the next financial year in the March/April of the current calendar year.
- Prepare the Commercial Team sales plan to achieve the annual budget.
- Build and manage a Commercial Team to deliver the sales plan.
- Monitor Commercial BoB throughout the financial year, to ensure the Commercial Revenue Budget is achieved.
- Monitor Monthly Management Accounts to ensure the Commercial Nett Contribution Budget is achieved.

##### **Decision Making:**

- Continually review the commercial product offering.
- Amend pricing/offering to ensure the Commercial Nett Contribution Budget is achieved.
- Continually identify new commercial opportunities.
- Identify the correct commercial opportunities to pursue.

##### **Impact & Influence:**

- Continually drive commercial revenue in MK Dons Football Club.
- Present significant commercial opportunities to SLT.
- Work with all MK Dons players and staff to ensure all commercial contractual obligations are met.
- Influence all internal sales departments to identify cross selling opportunities across the business.
- Work with internal design and marketing departments to communicate sales messages.

##### **Skill Level:**

- Manage all key commercial relationships with Club Partners and primary hospitality and sponsorship clients.
- Continually review and assess sales performance, and the effectiveness of sales activities.
- Continually review and improve the product offering.
- Continually manage relationships with other internal departments involved in the delivery of the commercial offering.

##### **Communication:**

- Communicate strategy, tactics and plans to the Commercial Team.
- Conceptualise and design all sales material and marketing initiatives.
- Work with other internal departments to communicate changes.

##### **Budget Management:**

- Prepare the MK Dons Commercial Budget.
- Ensure the MK Dons Commercial revenue, gross profit & nett contribution budgets are achieved.
- Accurately report & monitor sales performance through the Commercial BoB.

**Lead & Develop:**

- Manage, coach & develop the Commercial Team.
- Lead & manage the Commercial Team to drive revenue across all business lines.
- Lead the Commercial Team to deliver excellent customer service on match days.
- Lead the Commercial Team to deliver outstanding Commercial Events.

**Operating Parameters:**

- Continually identify, develop and deliver enhanced Club Partnership packages.
- Continually seek out and develop new revenue opportunities at all levels.
- Conceptualise, cost-out and price all hospitality packages on a seasonal basis.
- Work with Doubletree by Hilton MK colleagues to ensure all hospitality packages are pitched at the correct level and generate the required gross profit.
- Work with Stadium MK colleagues to ensure excellent customer service on match days and at events.
- Continually identify and build new client opportunities and databases.
- Keep all client data up to date and held securely.
- Review customer base to determine new opportunities for account growth.

**Essential**

- Minimum 3 years' experience in pro-active sport/hospitality sales.
- Sets high personal performance standards.
- Manages time and resources effectively.
- Prioritises, actions and manages tasks through to completion.
- Can communicate openly and clearly both verbally and in writing.
- Develop positive working relationships, both internally & externally, at all levels.
- Seeks innovative/creative solutions.
- Self-reliant, working with minimal control and direction.

**Desirable**

- A good knowledge of English football.
- Pitches information at the appropriate level.
- Listens to the needs of others before contributing.
- Motivates and inspires others to perform.
- Accepts personal responsibility to make things happen.
- Constantly reviews progress in order to improve.
- Acts on own initiative.
- Thinks ahead, developing contingency plans where necessary.
- Has the drive and determination to succeed.
- Contributes and is effective when working with peers.
- Presents powerful arguments which persuade others.
- Expresses confidence in own ideas and networks with others.
- Gains commitment to action from a range of people.
- Adapts quickly and positively to new situations.
- Continues to be productive in changing circumstances.
- Can handle more than one task/situation at a time.

**Safeguarding** - We are committed to safeguarding and protecting children and young people (CYP) and at-risk Adults (ARA) Our expectation is that you will fully accept your responsibility for the safety and welfare of all CYP and ARA by being fully conversant with all our safeguarding policies and reporting anything that

does not appear to be correct. The post maybe subject to an enhanced DBS check and yearly self-declarations.

**Equality & Diversity – must be able to demonstrate** that equality, diversity and inclusion will be maintained and developed across all programmes and areas of the business.

Competency Total:

Level: