

Job Description

Commercial Operations Manager

Position: Commercial Operations Manager	Department: Commercial	Reporting to: Commercial Manager
Salary: TBC (32k)	Contract: Permanent	Hours per week: 37.5 – 5 out of 7 days

Job purpose: To manage the Club's relationship with corporate hospitality clients through the sale of executive area season tickets, executive area casual tickets, and matchday sponsorships to meet targeted revenue. To deliver a regular customer communication programme, including face to face meetings with key customers.

With support of the commercial team, manage the delivery of corporate club events such as golf days, End of Season Awards, and other events and opportunities that may be identified and agreed with the Commercial Manager.

Essential Job Criteria:

- Smart, outgoing, confident personality - E
- Energetic with a will to succeed - E
- A passion for hospitality and events - E
- Able to work both as part of a wider team and on own initiative - E
- Exceptional organisational skills - E
- Proven ability to work under pressure - E
- Flexible working hours and days - E
- Available for all home matches - E
- Track record in administration - E
- An interest in football - E
- Computer literate. Proficient in Word, Excel and PowerPoint - E
- Clean driving licence - E
- A team player - E

Role Competencies:

Planning Timescales:

- To plan a regular programme of meetings with key corporate customers to understand and measure service, ongoing customer objectives and how the club can continually improve its hospitality offer offers.
- To manage the process of season ticket renewals in the Club's executive areas and the matchday sponsorship programme so that all customers receive pricing information and tickets in the most timely and appropriate manner.
- To prepare a sales plan for each matchday and deliver against those objectives to maximise casual and sponsorship sales.

Decision Making:

- To identify new products appropriate for the corporate matchday sector and implement such new products as agreed with the Commercial Manager.

Impact & Influence:

- To maximise revenue from the sale of executive area season tickets and executive area casual tickets ensuring that the service levels are at a premium at all times.
- To sell the complete range of matchday sponsorship opportunities to both existing and new customers and achieve the annual budget for hospitality sales and matchday sponsorships.

- To identify new sales opportunities in the corporate hospitality areas and implement after agreement with the Commercial Manager.

Skill Level:

- To identify with the Commercial Manager appropriate market research and customer feedback models including a feedback system survey for all casual hospitality sales and an annual survey for all corporate clients so that excellence in customer service is properly monitored and constantly improved.

Communication:

- To identify new prospective executive season ticket holders throughout the year and develop a dialogue with them to keep them appraised of opportunities and to secure their new investment.
- To provide excellence in customer service, resolving any internal issues to the satisfaction of customers. To liaise with the hotel on the service delivery ensuring this is at a consistently high level throughout the season. To communicate all hospitality and partner events and receptions to the relevant functions within the business.

Budget Management:

- To monitor other football club and leisure industry sponsorship activity so that best practice can be identified and recommended for adaptation within the Club.

Lead & Develop:

- To manage and lead match day hosts
- To manage and lead hotel operations in the both matchday hospitality delivery and commercial department events delivery.

Operating Parameters:

- To co-ordinate the programme of matchday activities in all executive areas so that standards in customer excellence are achieved. To allocate and manage all hosts in all the different matchday executive areas and provide the optimum amount of information to enable them to properly fulfill their duties.
- To manage all corporate events including golf days, End of Season Awards, sponsors evenings, business receptions, concert hospitality.
- Oversee the administration of the commercial department.
- To maintain the Corporate Sales Database and provide the Commercial Manager and the Group Sales & Marketing Director with regular reports highlighting progress against agreed targets and objectives in respect of executive season ticket and executive casual ticket sales and matchday sponsorship sales and other corporate products.
- To monitor other football club and leisure industry sponsorship activity so that best practice can be identified and recommended for adaptation within the Club.
- Manage the entry process into related industry awards.

Competency Total:

Level