

Commercial Manager

Job Description



Job description		
1.	Job title	Commercial Manager
	Location	Home or Office Based but with regular meetings at the National Office in Matlock, Derbyshire.
	Responsible to	Chief Executive
	Responsible for: Will include other important supervisory or liaison responsibilities	Generating commercial income for the organisation, with a particular focus on securing and managing commercial sponsorships.
	Contractual Status	Full time until 31 December 2014
	Salary	Circa £30,000 + Commission
2.	Role summary	The Commercial Manager will lead the organisation in income generation from the commercial sector. He/she will set targets, generate income and work across the organisation to manage delivery of commercial benefits.
3.	Key responsibilities and main tasks and activities	<p>Working with the Board and Chief Executive to develop a commercial strategy for the organisation, as well as developing the profile of British Orienteering in the business, commercial and brand world.</p> <ul style="list-style-type: none"> • Liaise with the Board and Chief Executive to develop a commercial strategy for the organisation • Work with the Marketing Manager and encourage colleagues to promote British Orienteering as a credible commercial partner to include PR and marketing, social media, networking, awards entries etc <p>Implementing a robust new business process across the organisation including:</p> <ul style="list-style-type: none"> • Research and analysis of potential prospects • Use of existing sponsorship proposals and development of new sponsorship and partnership proposals • Generating and following up leads • Securing meetings and presenting the organisation and our offer in the most advantageous way • Working with the Chief Executive to negotiate contracts • Identifying new commercial opportunities and developing benefits packages • Ensuring that commercial partners fit with the British Orienteering Brand and do not infringe on other important organisational relationships <p>Developing relationships with existing and potential sponsors and partners through</p>

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	<ul style="list-style-type: none"> • Relationship management including regular liaison, provision of information, updating the website, development of an e-newsletter etc • Initiation of and hosting hospitality opportunities at British Orienteering and other events • Raising awareness of sponsor needs/objectives across the organisation and amongst other delivery partners <p>Managing sponsorship and partnership relations</p> <ul style="list-style-type: none"> • Managing the delivery of benefits for commercial partners including: • Liaising with the Marketing Manager on branding design, production and approval • Liaising with the Events Manager on ticketing and event attendance • Liaising with the Talent and Performance Manager on personal appearances • Liaising elsewhere across the organisation as required • Develop robust evaluation methodology and review techniques to monitor partnerships, quantify success and identify areas for improvement • Maintain accurate record of sponsorships and partnerships electronically and in hard files to ensure accurate reporting to partners <p>Financial management</p> <ul style="list-style-type: none"> • Work with the Board and Chief Executive to set the income target for the year • Manage the expenditure of the commercial budget across the year with the support of the Accounts Manager <p>Other duties commensurate with the level of the post, as determined by the Chief Executive</p>
4.	<p>General information</p> <p>The Commercial Manager will share with all colleagues the responsibility for:</p> <ul style="list-style-type: none"> • Making suggestions to improve the working situation within their area of work and in British Orienteering in general • Cooperating with measures introduced to ensure there is equality of opportunity in employment and equity • Complying with all aspects of British Orienteering's Health & Safety Policy and Welfare arrangements. <p>This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of the changing needs of the organisation.</p>

Commercial Manager Person Specification



Person specification	DESCRIPTION
1. Qualifications	
Essential	Degree or similar qualification Current Driving Licence and the ability and willingness to travel countrywide
Desirable	Sponsorship or sales qualification
2. Experience	
Essential	At least three years' experience in a sales environment Proven success in sales including demonstrable success of selling on a one-to-one or one-to-group basis Proven success of developing client relationships Proven success of managing/implementing new business pipeline Proven Computer literacy including email, MS Office, content management systems
Desirable	Proven experience in the sports sector
3. Knowledge	
Essential	Knowledge of the commercial sector An understanding of the sports business landscape
Desirable	An understanding of the sports funding system in the UK Knowledge of the sports business landscape
4. Skills and abilities	
Planning and Delivery	
Essential	Self-starter, happy to work alone as well as part of a team Tenacity and drive Ability to manage multiple projects Ability to effectively prioritise and plan own workload and remain outcome orientated Flexibility to respond to external or internal changes, maintaining equilibrium and focus Ability to budget and monitor spending Ability to plan against a timeline and meet deadlines
Desirable	Familiarity with databases and contact management tools and techniques
Problem solving and decision making	

Person specification	DESCRIPTION
<p>Essential</p>	<p>Driven by results with a strong desire to succeed A positive approach to problem solving, decision making and dealing with a wide range of people including senior stakeholders Confident and comfortable negotiating with a variety of people at all levels</p>
<p>Desirable</p>	<p>Ability to remain calm and respond positively to challenging situations and difficulties</p>
<p>Communications and influencing</p>	
<p>Essential</p>	<p>Ability to influence people and use influencing skills to deliver results Ability to assert authority in order to meet agreed timescales and deadlines and to overcome problems Excellent listening skills Impressive communicator, able to present themselves well both verbally and in writing Excellent inter-personal skills, to liaise and build relationships with stakeholders, potential sponsors and partners as well as internal delivery team Ability to develop a strong and varied network of contacts across the sponsorship, business/brand and sports industry worlds Ability to produce presentations and reports and present them as required</p>
<p>Desirable</p>	<p>Existing network of contacts across the sponsorship, business/brand and sports industry worlds Extensive social media network and/or profile across the industry</p>
<p>Management and leadership</p>	
<p>Essential</p>	<p>An active approach and willingness to get involved Ability to influence and engage Ability to negotiate and deal with conflict Ability to oversee and coordinate projects</p>
<p>Desirable</p>	
<p>Teamwork and personal impact</p>	
<p>Essential</p>	<p>Charisma and personal presence Ability to negotiate with and influence a range of people</p>
<p>Desirable</p>	<p>Ability to lead a small team</p>
<p>Other considerations</p>	
<p>Essential</p>	<p>The willingness to travel to meetings/events and work unsocial hours at weekends and evenings An understanding and commitment to equal opportunities An understanding of and commitment to your individual responsibility to comply with Health & Safety Policy and</p>

Person specification	DESCRIPTION
	Welfare arrangements The ability to be flexible and adaptable in performing tasks which are normally outside the job specifications but considered commensurate with the role
Desirable	Willing to learn new skills where necessary to effectively undertake the role