



WATERFORD
Football Club

Commercial Manager

Waterford Football Club are committed to safeguarding children and young people. The job holder will be required to undertake appropriate safeguarding checks as well as providing proof of the right to work in the Republic of Ireland.

Department	Commercial
Contract Type:	Full time, Permanent
Location:	Waterford RSC
Salary	Competitive dependent on experience
Reports to:	CEO
Responsible for:	Commercial Sales and other revenue generation
Core Team Relationships:	General Manager, Ground Safety Officer
Main Purpose:	To be responsible for maximising revenue generation of the club through commercial partnerships and to grow and develop other income streams including the matchday ticket sales, retail and other matchday and non-match day revenue.
Role Summary	<p>This role requires:</p> <ul style="list-style-type: none">• A revenue driven individual with excellent interpersonal skills.• A commercially astute individual.• An experienced manager with strong leadership skills who is highly energised and motivated with a high level of commitment.• Passionate about football and sport.• An experienced relationship manager. <p>The key responsibilities of this role are:</p> <p>Commercial Sales:</p> <ul style="list-style-type: none">• Have a solid understanding of all commercial sales aspects of the business, including a detailed knowledge of margins, cost of sales, and budgets.• Be responsible for meeting budgeted revenue targets and the sale and co-ordination of all commercial sponsorship activity,• Be accountable for the marketing strategy of all revenue creation areas, including but not limited to commercial sponsorships, retail sales, ticket sales and other match day and non-matchday revenues.• Create and manage key relationships with local and national business partners and key suppliers.

	<p>Planning, Finance & Admin:</p> <ul style="list-style-type: none"> • Support development and implementing the commercial strategy for the business. • Understanding the value drivers of the business and identifying profitable commercial opportunities to grow revenue • Develop and maintaining an excellent understanding of the key customers/ and target audience to ensure that their needs are being met and that their business is retained. • Manage the departments' budget and ensure weekly and monthly reports are submitted to the CEO • Reconcile and analyse sales of commercial products to enable you to work on a marketing strategy for specific products and forecast future sales. • Ensure commercial agreements are in line with relevant legislation and are stored accordingly. • Update procedures on a regular basis ensuring any recommendations and improvement ideas are submitted to the CEO • Own the data and management information agreed for your area including action plans to deliver targets. • Liaise with the General Manager and Ground Safety Officer on match commercial activity and other matchday and non-matchday events and requirements. <p>Matchday Duties:</p> <ul style="list-style-type: none"> • Be an integral part of matchdays ensuring engagement with partners and sponsors. • Ensure all commercial partners' matchday rights and requirements are delivered. <p>Management & Development:</p> <ul style="list-style-type: none"> • Be a key player in ensuring good customer service is delivered throughout the business, take ownership of problems, and provide solutions. • Attend events as required to fulfil the role. • Attend and chair team meetings as required.
--	--

Measure of Success	
<ul style="list-style-type: none"> • Budget – demonstrate a clear understanding and ability to manage and deliver within budget. • Commercial Partnership – hit key revenue targets through commercial partnerships. • Customer engagement - maintaining good rapport with customers, post deal customer service, long-term business. • Reporting – provide detailed management information relating to sales. • Positive feedback - feedback received from fans, colleagues, commercial partners, and suppliers. 	
Key Performance Indicators (KPIs)	
<ul style="list-style-type: none"> • In addition to the above measures of success there will be specific KPI's set for you on an annual basis which will be discussed with you and agreed on commencement of work and then reviewed and agreed annually during your appraisal. 	
Desired	<ul style="list-style-type: none"> • A knowledge of the local area its businesses and key individuals. • Previous experience in a similar role.