



**Job title:** Commercial Sales and Operations Manager  
**Location:** Waterford FC and South-East Technical University  
**Hours:** Full Time inc evenings / weekends when required  
**Salary:** €45,000 - €60,000 (dependent on experience)

Waterford Football Club has a new and exciting opportunity for a forward thinking and diverse Commercial Sales and Operations Manager to join our thriving business based in Waterford, Munster.

**About us:**

Waterford Football Club formerly Waterford United Football Club is an Irish association football club based in Waterford who play in the League of Ireland First Division. The club was founded and elected to the league in 1930. Originally the club was based at the greyhound stadium known as Kilcohan Park, but has now moved to the Waterford Regional Sports Centre. In 2018 the club and its players became fully professional.

Waterford Football Club are always eager to hear from passionate and dedicated individuals with an excellent work ethic who are seeking new challenges.

**About the role:**

You will be responsible for the day-to-day operations of the football club and maximising revenue generation of the club through commercial partnerships. You will grow and develop other income streams including the matchday ticket sales, retail and other matchday and non-match day revenue.

**Main responsibilities (but not limited to):**

- To oversee all day-to-day Football Operations across both first Team and the Academy, ensuring staff and volunteers receive the support and direction required to best fulfil their roles
- Ensuring compliance with Domestic Club Licensing standards, delivering a successful annual audit to also provide ongoing documentation as and when required to the Football Association of Ireland (FAI)
- Working within a strict budget providing reports to the Group CEO and Chairman in relation to financial performance
- Day to day communication with group finance following laid down processes in relation to purchase orders, invoice payments, cashflow and budget outlook changes and payroll administration

- Have a solid understanding of all commercial sales aspects of the business, including a detailed knowledge of margins, cost of sales, and budgets.
- 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
- Reconcile and analyse all sales and activity on relation to match day income, retail sales and all other commercial products
- Ensure commercial agreements are in line with relevant legislation and are stored accordingly
- Be responsible for ensuring the club secretary delivers upon all player administration needs and fixture arrangements
- Liaise with group staff to ensure a clear understanding and compliance with regards football rules and regulations
- To lead all football disciplinary matters including suspensions, appeals, notices of complaints and any others that may occur
- To lead pre-match arrangements for first team squads including pre-match meals, overnight stays, travel and all relevant logistics
- Responsible for assistance in first team match day preparations such as referee/official's liaison, agreement of kit colours, and complimentary ticket requests
- Oversee ticketing and retail sales and general communications to supporters and stakeholders
- Oversee the planning in relation to home match fixtures, supporting the General Manager and Head of Security in those discussions
- Work closely with stadium and training round landlords
- Be responsible for meeting budgeted revenue targets and the sale and co-ordination of all commercial sponsorship activity
- Create and manage key relationships with local and national business partners and key suppliers.

**Essential Requirements:**

- 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 and with industry knowledge about football
- Ability to work efficiently across many different business areas.

**Qualification and experience requirements:**

- 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

- Willingness to work evenings and weekends
- Ability to quickly build relationships (a personable approach)
- Team-player
- Good communicator
- Ability to challenge others and be challenged.

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.

**What you need to do now**

If you're interested in this role, please send an up-to-date copy of your CV and cover letter to:

[Recruitment@fleetwoodtownfc.com](mailto:Recruitment@fleetwoodtownfc.com)

If you have any questions don't hesitate to email our Group Recruitment Manager, Jamie Sykes at

[Jamie.sykes@fleetwoodtownfc.com](mailto:Jamie.sykes@fleetwoodtownfc.com)

*Waterford Football Club are committed to safeguarding the welfare of children and young people and expects all staff and volunteers to endorse this commitment.*

***This information is available in different formats if required. Please contact Fleetwood Town Football Club directly on 01253 775080***