



## **ADVERTISEMENT FOR SALES EXECUTIVE AT FC UNITED OF MANCHESTER**

We are looking for someone who is excited by the opportunity to work within the football industry for one of the largest fan-owned clubs in the country. FC United of Manchester are seeking a dynamic individual who shares our values and can communicate them to develop relationships with local businesses and ultimately to secure sponsorship and advertising revenue for the club. The successful candidate will build on the club's successes and grow the sale of assets and packages with a range of partners to generate more revenue. Adopting a flexible and innovative approach to engaging with potential prospects remotely during COVID restrictions will be a fundamental to the success of this role. This is a fantastic opportunity for a proactive and approachable individual to unlock the club's revenue opportunities and join a growing commercial team.

FC United is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity. We are committed to ensuring that all candidates for employment and voluntary roles at the Club are treated fairly, and that selection is based solely on the individual merits of candidates and on selection criteria relevant to the post.

**Contract:** full-time from April to August 2021 (reviewed monthly with an opportunity to be extended dependent on candidate success)

**Basic salary:** based on £20,000 per annum / £1,667 per month (gross) and £35,000 OTE per annum

**Applications deadline:** 12<sup>th</sup> February

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### **Sales Executive**

FC United is one of the leading fan-owned football clubs in the country, set up in 2005 following the Glazer takeover of Manchester United. The club has strong links with the local community and offers sports and community facilities from our iconic Broadhurst Park stadium site and strives to be accessible to all, discriminating against none. We operate a 'pay-what-you-can-afford' policy to season tickets and outside of a matchday provide facilities for adult and junior football. The club has over 1 million followers on social media. We are a Living Wage employer.

The men's first team currently play in the Northern Premier League but with an objective to secure promotion back into the National League North in the next 2 years. Our women's first team are also based at Broadhurst Park and play in the fifth tier of women's football (with genuine ambitions of promotion to the fourth-tier next season). We operate a function room with two standing bars, open on match days and functions, plus an additional match day bar located under the St Mary's Road stand.



Sponsorship and advertising are key revenue streams for the club, typically generating around £30k per year without dedicated resource. By recruiting a Sales Executive, we believe that this figure can be exceeded, particularly by identifying businesses who share our values.

**Specific duties and responsibilities:**

- Articulate the values of Club and what partner packages it has to offer illustrating how they can deliver maximum impact to sponsors.
- Retain and grow sponsorship and advertising revenue from the club's assets to include sale of perimeter boards, matchday sponsorship, web site adverts and matchday dining.
- Build, manage and maintain a sales pipeline to generate revenue against monthly targets.
- Conduct virtual and physical engagement meetings (COVID restrictions permitting) to build relationships with existing and lapsed sponsors and procure new sponsors.
- Work actively with the Clubs Board and Staff to contribute to the continued success of the Club.

**Requirements:**

- Understands the power of football and the value of fan-ownership.
- Proven record of commercial sponsorship / advertising sales.
- Strong interpersonal skills and the ability to build relationships and communicate effectively across multiple platforms.
- Highly organised with strong time and workload management skills with the ability to multitask and plan own workload.
- Good written, presentation and digital skills to include understanding of systems and database management.
- To be driven with a clear initiative and enthusiasm.

**Benefits:**

- Be part of one of the leading fan-owned football clubs in the country contributing to its continued growth and success.
- Flexible working opportunities.
- Uncapped commission on a % per deal basis – earn on every deal that you make.
- Progression opportunities.

**Contract:**

- The expectation is that this will be full-time but we will consider part-time to a minimum of 3 days per week.

**Remuneration:**

- £20,000 per annum / £1,677 per month basic 2021 (reviewed monthly with an opportunity to be extended dependent on candidate success).

**Duration:**

- April to August 2021 – the position will be reviewed on a monthly basis based on progress against sales targets.



**Base:**

- The post base will be informed by the COVID restrictions and is anticipated to be a combination of remotely working from home and being based at our 4,700 capacity Broadhurst Park stadium.

**Line management:**

- To report directly to the Operations Manager.