**Location – Shrewsbury Town Football Club**

**Full job description**

**Shrewsbury Town are seeking to recruit a team player to join a thriving commercial department and play a key role in the growth of the business.**

The key responsibilities of the role are generating new business, building and supporting a client base as well as aiding the delivery of partnerships.

Applicants should be hard working, confident in generating new sales leads, comfortable in a sales meeting environment, target driven and hold a UK driving license.

**Key responsibilities:**

* Generate new business, working to set targets to help achieve the commercial budget, using a wide range of sales techniques to achieve this aim, to include, but not limited to cold calling, networking, office based and field sales etc.
* Build and maintain a client base generating repeat business and upselling opportunities
* To support the delivery of the Commercial department on a day to day basis, reporting directly to the CEO and taking the lead on projects and own partnership KPI’s.
* Assume specific responsibility for driving the ‘Official Partnerships’ of the Club, generating new sales, and ensuring that the delivery and activation of all partnership agreements meets and exceeds all agreements.
* Meet all agreed sales and delivery targets, in line with the CEO’s formal expectations.
* Contribute to and deliver against sales strategy across STFC
* Work alongside other members of the department, supporting them to achieve sales targets and partner delivery.
* To liaise with other STFC partners (both internally and externally) in order to utilise club resources such as player appearances and marketing.
* Work with other departments to achieve aims and objectives of the Commercial team and assist with theirs and organisational objectives
* To support the quality assurance processes in place to ensure we have the highest possible delivery.
* Play a key role in carrying out ongoing audit of commercial inventory to ensure current and emerging opportunities are taken advantage of
* ·Develop creative ways to bring added value to the various customers that work with us
* Sell sponsorship opportunities and contribute to delivery across varying Shrewsbury Town events
* Perform a senior role in match day operations, including preparatory tasks and delivery on the day
* Represent the department at internal meetings and the club at external meetings as required
* Delivery of monthly Sales KPIs
* Present a professional image when dealing with both internal and external contacts and partners, acting in a professional manner at all times.
* To cover as and when required at other departments within STFC
* To undertake such other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this job.

Job Types: Full-time, Part-time, Permanent

Work Location: Based from the Croud Meadow , home of STFC, but expectation to be out of the office in sales meetings a minimum of 3 days per week.

Application deadline: 31/03/2024

**Salary**

**£25k PA + competitive bonus structure + car allowance**