

Job & Person Description: Commercial Manager**Department:** Commercial**Reports to:** CEO**Responsible for:** Commercial Operations and Commercial Sales**Location:** St Johnstone Football Club**Hours:** 37.5 hours per week**Salary:** £25,000 per annum + OTE**Purpose of Role:**

The Commercial Manager is responsible for driving St Johnstone FC's commercial sales and operations strategy. This includes maximising existing revenue streams and identifying new commercial opportunities, such as sponsorships, partnerships, match day hospitality, and events. The role requires a strong focus on maintaining and expanding commercial relationships with local, national, and international businesses. The manager must also lead and support a small sales team, generating leads within targeted business and geographical areas.

Measures of Success:

- **Budget Management:** A strong understanding of the department's budget and ability to manage it effectively.
- **Sales Performance:** Ability to sell, close deals, meet sales targets, and drive revenue growth.
- **Commercial Knowledge:** A comprehensive understanding of St Johnstone's commercial assets and packages.
- **Customer Engagement:** Building and maintaining long-term relationships with customers, ensuring post-deal service and satisfaction.
- **Team Management:** Leading a high-performing team with clear objectives and consistent results.
- **Feedback:** Positive feedback from the Board, colleagues, and customers regarding performance and service delivery.

Main Duties:**Commercial Sales/Operations:**

- Drive the sale of core sponsorship and partnership packages (e.g., stand sponsorship, kit sponsorship, hospitality, advertising, and events).
- Conduct onsite and offsite meetings, present proposals, and close deals.

- Lead and manage the event & hospitality Admin, ensuring they are supported and guided to achieve targets.
- Manage the successful execution of a quarterly business networking club.
- Develop and implement an effective sales strategy targeting key sectors and organisations.
- Set and track sales targets for outbound calls, emails, and LinkedIn outreach.
- Build a strong personal network of local B2B contacts.
- Cultivate and develop relationships with existing partners, using various communication channels.
- Ensure an in-depth understanding of all commercial aspects of the club and contribute to budget and contract delivery.
- Contribute to the development of a tiered partnership programme.
- Develop and execute new initiatives to generate commercial revenue from the stadium and training ground (e.g., corporate events, on-pitch events).
- Enhance St Johnstone's brand presence within the local community and beyond.
- Identify and capitalise on business growth opportunities across all club platforms and selling points.
- Collaborate with the media department to maximise the promotion of commercial events and activities.
- Manage and improve relationships with key stakeholders while actively seeking new partners when needed.
- Ensure that all sponsors and customers receive the highest standard of customer service and account management.

Planning, Finance & Administration:

- Identify profitable commercial opportunities to drive revenue growth.
- Maintain a strong understanding of key customers and target audiences to ensure their needs are met and business is retained.
- Ensure commercial agreements are compliant with relevant legislation and are properly documented.
- Regularly update and improve procedures, reporting recommendations to the Commercial Director.

Events & Matchday:

- Assist in the sale and organisation of non-matchday events (e.g., pitch-side events, sporting evenings, golf days, dinners).
- Develop new event ideas and contribute to the creation of an events calendar.
- Play an integral role on matchdays, ensuring engagement with commercial partners and sponsors to meet all matchday needs.

Development:

- Ensure outstanding customer service is delivered across the business, taking ownership of issues and providing solutions.
- Attend relevant networking events to promote the club and expand the commercial network.
- Participate in performance reviews with the CEO to discuss progress, initiatives, and any concerns.

Other Responsibilities:

- Adhere to St Johnstone's policies, procedures, and best practices, raising concerns where necessary (e.g., safeguarding, EDI, health and safety).
- Work collaboratively with other departments (HR, Finance, Marketing, etc.) to ensure seamless operations.
- Ensure compliance with GDPR and other relevant data protection regulations.
- Attend meetings, training, and professional development opportunities as required.
- Undertake relevant training activities and embrace new systems or processes.
- Carry out any other reasonable duties as assigned.

Person Specification:

Experience & Qualifications:

- Proven experience in a sales environment.
- Experience in the sports industry is desirable but not essential.
- Experience in managing teams.
- Strong administrative and organisational skills.
- Excellent customer service experience in a sales and marketing context.
- Previous experience in hospitality is desirable.

Skills & Personal Attributes:

- Ability to build strong working relationships with managers, colleagues, staff, and external stakeholders.
- Strong organisational skills, with the ability to plan and prioritise tasks to meet deadlines.
- Strong work ethic, with a proactive attitude and self-motivation.
- Proficient in IT, with a keen attention to detail.
- Ability to manage multiple tasks and projects simultaneously.
- Solution-focused mindset with the ability to adapt and overcome challenges.
- Full UK driving licence desirable.

To apply, please submit your CV and a cover letter detailing your experience and enthusiasm for the role to francissmith@perthsaints.co.uk The closing date for applications is 9th June 2025 at 5pm.

Join us in playing a key role in connecting the local community with St Johnstone FC's legacy and ongoing mission!