



JOB DESCRIPTION

JOB TITLE: COMMERCIAL MANAGER (PART TIME)

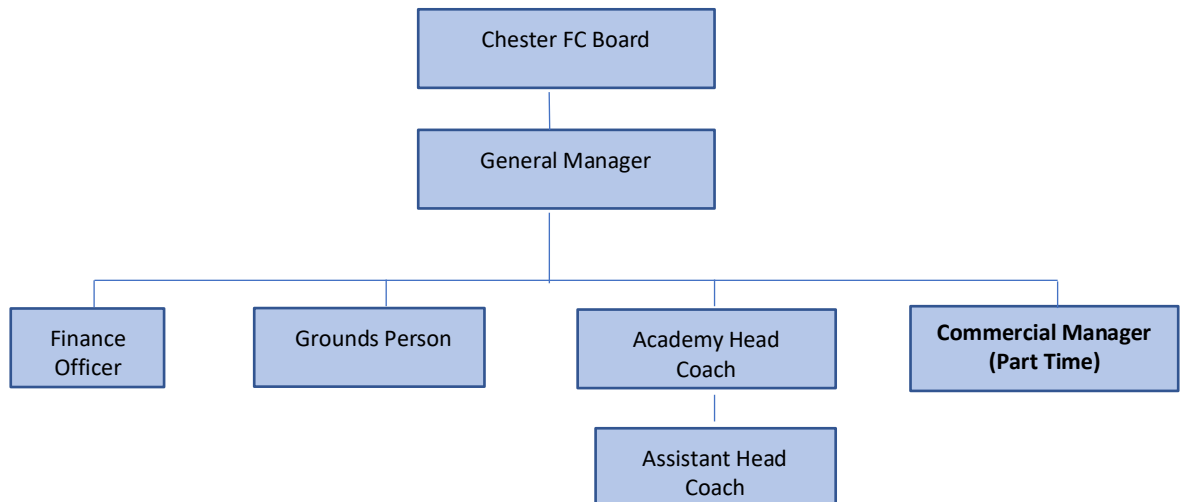
JOB HOLDER:

REPORTS TO: GENERAL MANAGER

DATE: February 2024

JOB PURPOSE: The role of the Commercial Manager is to lead all Commercial Operations associated with the Chester Football Club. The Role will include a yearly commercial target, set out by the board in conjunction with the General Manager. The Commercial Manager is responsible to hit the target and manage both income and expenditure on the Commercial budget line.

ORGANISATIONAL STRUCTURE



DIMENSIONS

- The current operating budget of the Club is c.£1.3M.

CORE VALUES OF THE CLUB

- RESPECT
- INTEGRITY
- VISIONARY
- PASSION
- FANS FIRST
- BELIEF
- RELIABLE

MAIN RESPONSIBILITIES



- Working with the General Manager and Director (Commercial) develop commercial relationships with new and existing sponsors to generate income for the Club – targets to be agreed. Support the General Manager with similar initiatives that they may generate themselves through their own contacts.
- Contribute to relevant working groups that are set up by the Board from time to time to stay informed about the progress of the strategy and add as much value as possible on a range of new and ongoing initiatives (season tickets, match day hospitality, fan engagement, fund raising, etc.)
- Meet regularly with the General Manager and Chairperson to discuss all the above and take a steer on what needs to happen next.
- Work with the General Manager and within the local business environment to market Chester FC to the wider city and area to increase attendances on matchdays.

PLANNING AND ORGANISING

The job holder's work is both operational (so week to week in terms of ongoing demands) and strategic, looking ahead and beyond a year in advance.

INTERNAL AND EXTERNAL RELATIONSHIPS

- Internally with Directors and Club staff, including the playing staff.
- Externally with suppliers, local community and commercial enterprise groups and commercial partners.

KNOWLEDGE, SKILLS AND EXPERIENCE

A self-starter, the job holder will be a highly motivated and ambitious individual to help the club's board meet its off the field targets to enable the club to field the best possible team on the pitch. Ideally will have a football/business related degree or qualification.

OTHER CONTEXTUAL INFORMATION/SPECIAL FEATURES

Chester Football Club is supporter-owned and has a clear ethos of being financially sustainable and community focused while striving to play at the highest level possible in the English pyramid. All staff are expected to uphold this ethos, comply with all club policies and procedures and the relevant legislative and regulatory requirements while promoting a positive image of Chester Football Club and City Fans United. The job holder will be expected to fulfil any other duties commensurate with the level of the post that may be required from time to time and that this can include evening and weekend work.