



Brentford Football Club

Partnership Sales Manager - Job Description

Background

Brentford Football Club is a professional football club based in Brentford, in the London Borough of Hounslow, that currently plays in the English Football League Championship. It was founded on 10 October 1889 and plays its home games at Griffin Park, its home stadium since 1904. A move to the new Brentford Community Stadium, around a mile from Griffin Park is underway, with plans to play the first game there in Summer 2020.

The Role of Partnership Sales Manager

Brentford FC is experiencing ever increasing commercial growth and this is set to continue as we prepare for a move to our new stadium. We have an exciting opportunity for an experienced partnership sales manager with a strong proven track record to join an innovative football club and work within our dynamic partnerships team.

Reporting to the Commercial Director, this position will play a key role in the partnerships team and be responsible for assisting with new official club partner acquisition across new stadium venue partnerships and club partners.

Main Accountabilities

- Developing potential brand approach lists
- Researching target brands to determine approach
- Outbound calling to brand c-suite contacts to secure interest and meeting
- Work with internal team to source relevant sales presentation collateral
- Attend meetings to deliver sales pitch and understand brand objectives
- Match day networking to build relationships
- Build and manage all client calls, information, notes on CRM system
- Cross sell additional BFC commercial opportunities
- Monthly sales reporting
- Any other duties requested by Senior Management.

General Club Accountabilities

- To ensure compliance with all relevant Club policies, including health and safety policies
- To ensure compliance with all relevant legal, regulatory, ethical and social requirements
- To build and maintain good working relationships both internally and externally, maintaining a professional image at all times when representing Brentford FC
- To keep confidential any information gained regarding the Club and its personnel
- To maintain a flexible approach to work at all times

Person Specification - Essential Personal Characteristics:

- Excellent interpersonal and communication skills both written and verbal, ability to quickly build trust and relationships.
- Strong leadership and relationship management skills
- Demonstratable experience in partnership sales
- Ability to confidently present to potential partners at C-Suite level
- Passion for outbound calling and face to face meetings
- IT literate and highly competent in Word, Excel, Access, PowerPoint and Outlook.
- Pro-active, confident and a self-starter.
- Good organisational and planning skills
- Key team player - the ability to work in a team and can also work effectively as an individual.
- To be target driven and an understanding of commercial aspects of football.
- A keen business networker

Start Date / Closing Date

Immediate – when available / Open

Location

BFC Club Offices

Salary

Competitive basic salary + Uncapped Commission

Contact (No agencies)

Applications in writing including CV and salary expectations, notice period to recruitment@brentfordfc.com