



**CYMRU  
PREMIER**



# COMMERCIAL MANAGER

Candidate Pack





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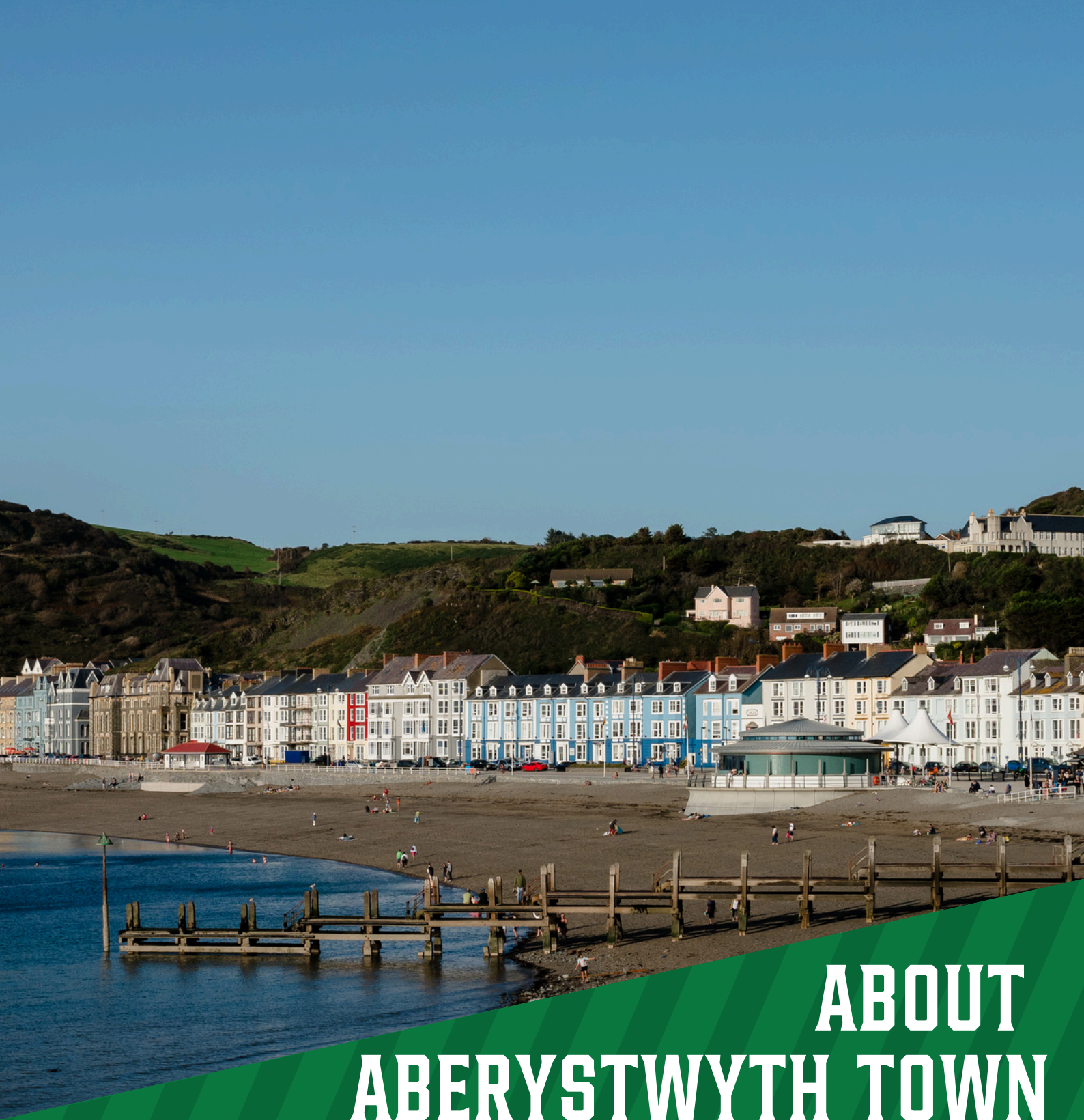


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# ABOUT ABERYSTWYTH TOWN

Aberystwyth Town FC is a community focused football club at the heart of Ceredigion in West Wales. Both our senior men's and women's teams compete at the highest level in Wales, and our Academy and Girls Development Centre help to develop excellent players; in addition to this our Stadium, Park Avenue is a hub available to the local community on a daily basis.

We are seeking an experienced Commercial Manager to manage and optimise existing sponsorship agreements and commercial contracts, and increase revenue streams at the club.





## ROLE SUMMARY

**Job Title:** Commercial Manager

**Reports to:** Club Committee

**Location:** Park Avenue, Aberystwyth Town FC

**Salary:** £28,000-£30,000 DOE plus Bonus related to achievement of KPIs

**Job Overview:** As Commercial Manager of Aberystwyth Town, you will play a pivotal role in shaping the Club's commercial operations, growth and overall success. You will be responsible for overseeing the commercial aspects of the Club's with a focus on developing a commercial strategy, increasing sponsorship agreements, develop the Club's marketing and brand strategy along with identifying new commercial and partnership opportunities.





# KEY RESPONSIBILITIES

- Develop and execute, along with the Board, a long-term commercial strategy, to increase revenue at the club.
- Identify and secure new sponsorship and partnership opportunities.
- Manage and optimise existing sponsorship agreements and commercial contracts.
- Create and oversee ticketing and merchandising strategies to maximise sale and engagement.
- Develop marketing campaigns to enhance the club's brand visibility and engagement.
- Oversee digital marketing efforts, including social media, website content, and email marketing.
- Collaborate with the media team to promote the club's activities, matches, and events.
- Coordinate all commercial activities on matchdays, including hospitality, ticketing, and retail.
- Enhance the matchday experience for fans and corporate partners to drive attendance and engagement.
- Prepare and manage the commercial budget, ensuring alignment with overall club objectives.
- Monitor financial performance and report on commercial activities to the club's management.
- Build and maintain strong relationships with key stakeholders, including sponsors, partners, and media outlets.

***This job description is intended as a guide to the main responsibilities and is not intended to restrict any individual in the performance of other duties as required by the company.***





# SKILLS & EXPERIENCE

- Proven experience in a commercial role within a club, sports organisation and/or corporate environment.
- Experience of commercial negotiation and contract management.
- Experience of developing and executing marketing strategies.
- Strong financial management skills and budgeting experience.
- Exceptional communication and interpersonal skills.
- Proficiency in digital marketing tools and platforms.
- Ability to develop and maintain strong relationships within a broad range of key stakeholders.
- A full clean UK driving licence.





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# HOW TO APPLY

Please supply the following to Thomas Crockett

- an up-to-date CV setting out your career history, with responsibility and key achievements along with two references.
- a supporting statement outlining your suitability for the role and the value that your expertise will add to Aberystwyth Town.

Closing date: **5pm on Monday 8th July 2024.**

Email Thomas Crockett - [tcrockettinterlinkrct@hotmail.co.uk](mailto:tcrockettinterlinkrct@hotmail.co.uk)