



Job Description : Commercial Manager

Job Title	Commercial Manager
Reports To	General Manager
Key Contacts	General Manager. Finance Director, Team Manager, Match Secretary
Location	Primarily operating from home, alongside duties at Laing Park and other venues
Hours / Remuneration	The post is primarily a volunteer post and the hours are dependent on the incumbent. Commission to be discussed
Job Purpose	To oversee and lead the Club's commercial operations through maximising existing revenue streams and trends within the market place. Maintain existing commercial relationships and have the ability to forge new relationships with local, national and international organisations
Duties and Responsibilities	<ul style="list-style-type: none"> • To oversee and deliver the sale of the Clubs core sponsorship packages • To increase commercial revenue • To develop and sell a range of home match-based sponsorship packages for all Carnoustie Panmure FC home matches • To develop and sell e-based sponsorship packages, utilising the Clubs media platforms to increase revenue • To develop, reinstate and harness current, previous and potential relationships with local, national and international businesses • To analyse stakeholder data and develop new commercial opportunities for the club • To represent Carnoustie Panmure FC to the highest levels of professionalism, ensuring that all sponsors and customers receive the highest levels of customer service and account management.





Personal Description : Commercial Manager

Skills, Knowledge & Experience	Essential	Desirable
IT skills to include the ability to use Microsoft Office	Yes	
Previous sales experience and proven track record of commercial sales		Yes
Knowledge of the local demographics, key business contacts and existing networks		Yes
Experience of developing creative and attractive commercial packages		Yes
Experience of developing and delivering hospitality platforms and experiences		Yes
Strong organisational and administrative skills	Yes	
Excellent communication skills	Yes	
Accurate timekeeping	Yes	
Attitude and Behaviours		
Takes responsibility for ensuring a high quality of work	Yes	
A genuine team player who will support and motivate other members of the team	Yes	
An adaptive individual who can cope well in high pressure situations	Yes	
A proven ability to multi task and manage multiple projects	Yes	
Personal Qualities		
Hardworking and enthusiastic	Yes	
Meticulous attention to detail	Yes	
Understands the importance of confidentiality and integrity at all times	Yes	
Loyal and committed	Yes	
Seeks to learn and develop daily	Yes	





Application Process : Commercial Manager

Application Instructions	Interested applicants should write to or email the club outlining their suitability for the role in the form of a cover letter or email and submit a copy of their CV Applications to : Email : cpfcgenmanager@outlook.com Postal : Mr M Johnson, General Manager, 3 Roundhill Road, St Andrews, Fife, KY16 8HE
Application Deadline	
Interview Date	
Start Date	
Employability Statement	Carnoustie Panmure FC is committed to be an equal opportunities provider and welcomes applicants from all members of the community. Should you require assistance with your application please contact the Club in advance of your submission

