



Carlisle United

Position – Commercial Sales Manager (Full Time)

Carlisle United Football Club are recruiting for an experienced Commercial Sales Manager in our busy commercial department. This position is a permanent, full time position. The position is based at Brunton Park and includes working Saturdays and Tuesday evenings when there are home matches.

The successful candidate will have overall responsibility for the running of the club's commercial department. This is an exciting opportunity to shape the department and realise the opportunities available to the club.

Main roles and responsibilities –

- Leading the club's commercial sales effort
- Securing major sponsorship for the club
- Achieve new business sales
- Proactive networking and profile building
- Grow the commercial business and its financial contribution to meet targets covering:
 - Commercial partnerships
 - Advertising including iFollow, big screen, social media, ground boards and programme
 - Matchday corporate hospitality and sponsorships
 - CUFC Business Club
 - Commercial events programme
- Managing daily commercial operations including on a matchday and EFL obligations
- Implementation of commercial initiatives
- Responsibility for the departmental staff management of a small team
- Building and managing existing and new commercial relationships
- Ensure first class customer service is provided
- Basic commercial marketing and promotion activities and profile building especially on social media
- Ongoing performance monitoring and report to the CEO and FD

Personal requirements –

- Must have experience in commercial sales activities, ideally sports
- Proven track record of achieving sales and growing commercial business
- Strong existing network of established relationships in the local area
- Ability to deal with a range of customers, business owners and directors
- Excellent computer skills including Microsoft Word, Excel and Outlook

- Excellent presentation and interpersonal skills
- Experience overseeing and managing a small team
- Planning and organisational skills
- Confident, engaging, positive and motivated personality
- Ability to work using own initiative and within a small team
- Creativity and interest in marketing and promotion of commercial
- Must have a full driving licence and use of a vehicle

The position is salaried and will be dependent upon experience.

Carlisle United is committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment.

If required at club discretion, applicants will be expected to submit to enhanced DBS Enhanced Criminal Records and this may include checks against the Barred Lists, as such it is exempt from Rehabilitation of Offenders Act (1974). All convictions including spent convictions that have not been subject to filtering by the DBS should be declared.

Carlisle United is committed to promoting inclusion and to confront and eliminate discrimination and in doing so, help to ensure that everyone is treated fairly and with respect. Shortlisting, interviewing and selection will always be carried out without regard to age, disability, gender, gender reassignment, marital / civil partnership status, pregnancy / being on maternity leave, race, religion/belief, sexual orientation, or any other legally protected characteristic.

How to apply –

Please send a covering letter and your CV for the attention of Suzanne Kidd by email to suzanne.kidd@carlisleunited.co.uk or by post to – Carlisle United, Brunton Park, Warwick Road, Carlisle CA1 1LL.

Closing date is Wednesday 1 June 2022.