



## Aberdeen Football Club Job Description

<b>Name:</b>	
<b>Job title:</b>	Commercial Sales Executive
<b>Line Manager:</b>	Commercial Sales Manager
<b>Line Manager for:</b>	N/A
<b>Date Started:</b>	
<b>Overall Purpose of Job:</b>	
<p>The Commercial Sales Executive will be responsible for managing existing accounts and focus on generating a pipeline of new business to grow commercial revenue. This includes selling all commercial inventory e.g matchday hospitality, matchday sponsorship, advertising, events, conference &amp; events space etc.</p> <p>The role requires a proactive and target-driven approach to generating new leads, converting sales opportunities, and promoting the Club's commercial offerings to businesses and organisations.</p>	
<b>Main Responsibilities/Description of Duties:</b>	
<ul style="list-style-type: none"><li>• Outbound sales and proactive new business acquisition.</li><li>• Targeted to sell all inventory at Pittodrie Stadium including hospitality, match sponsorship, static advertisement boards, LED and digital advertising, sponsorship packages, conference and events etc.</li><li>• Converting sales opportunities from in-bound enquiries.</li><li>• Maintain strong relationships with existing accounts and upselling where appropriate.</li><li>• Source, qualify, and develop new leads not currently associated with Aberdeen FC by attending networking events in the city.</li><li>• Work with the Sales Manager and the wider commercial team to identify new sales leads/prospects and discuss the right offering.</li><li>• Achieve all monthly and annual targets assigned.</li><li>• Maintain an up-to-date record of all sales activities tracked on the CRM system.</li><li>• Carry out such other tasks as deemed necessary / appropriate and in the best interests of Aberdeen FC.</li><li>• Attend every home match to network with existing clients and generate new business leads.</li><li>• Accountable for ensuring all sales are delivered to our high standards.</li><li>• Keep on top of sales administration, generating paperwork, payment links and fulfilling the package sold.</li><li>• Track client payment schedules and chase any debt.</li></ul> <p><i>Please note that this job description is not designed to cover a comprehensive list of activities, duties or responsibilities that are required of the employee for this role. The duties and responsibilities may change within reason at any time with or without notice to suit the needs of the Club.</i></p>	



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### Person Specification: Experience/Qualifications/Training/Personal Qualities

- Proven track record of B2B sales including cold calling and lead generation
- Telesales experience – ideally within advertising, conference & events, hospitality, and sponsorship.
- Excellent presentational skills and ability to persuade and influence face to face and over the phone with credible business content.
- An ability and an instinct to identify leads and focus on prospects where the interest and the chance of success is genuine.
- Highly motivated team player who values and understands the importance of collaboration.
- Strong interpersonal and communication skills both written and verbal, ability to quickly build trust and relationships both internally and externally.
- A clear understanding of what AFC products would appeal to local businesses.
- Excellent planning, organisational and presentation skills for business proposals.
- Good IT skills, including MS Word, Excel, PowerPoint, Teams and Outlook.
- Passion for the sport and entertainment industry; being a football fan is not essential.

**Signed by Employee:**

**Signed by Line Manager:**

**Date:**

**Date:**