



Aberdeen Football Club Job Description

Name:	
Job Title:	Supporter Sales Executive
Line Manager:	Supporter Sales Manager - Outbound
Line Manager for:	N/A
Date Started:	
Overall Purpose of Job:	
The Supporter Sales Executive is responsible for securing long term membership and Club sales through outbound calling. This role will largely be focused on new business.	
Main Responsibilities/Description of Duties:	
• Responsible for, but not limited to, the sale of new AFC Memberships to supporters. • Full participation in extensive phone call campaigns to generate membership sales and other supporter sales, maintaining a minimum daily average of 50 outbound contacts. • Meet or exceed weekly, monthly, and annual sales goals and activity requirements. • Implement and demonstrate outbound sales efforts by using sales and service best practices prospecting, networking, lead generation, referral gathering, data capture and personal database management. • Accurately record and report sales functions in CRM and to Line Manager. • Co-ordinate with other departments to generate membership sales. • Attend team, community, and other events for purpose of maximising sales opportunities. • Provide an excellent level of customer service to supporters at all times. • Continually create and implement unique sales strategies and ideas as a means of producing new business opportunities. • Contribute positively to the team culture by developing mutually beneficial working relationships with all team members. • <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>	
Person Specification: Experience/Qualifications/Training/Personal Qualities	
Essential: • Excellent communication skills, both written and verbal. • Highly motivated, naturally persuasive with a positive attitude. • Exemplary self-discipline, professionalism, pride and work ethic. • Strong work ethic, team-oriented attitude, and enthusiasm about contributing to the success of the department and Club. • High proficiency of IT skills. • Ability to work flexible hours if required.	Desirable: • Previous new business sales experience. • Knowledge of football is desirable but not essential. • Ability to quickly establish a rapport with supporters through multiple means of communication.
Signed by Employee:	Signed by Line Manager:
Date:	Date: