



COMMERCIAL MANAGER

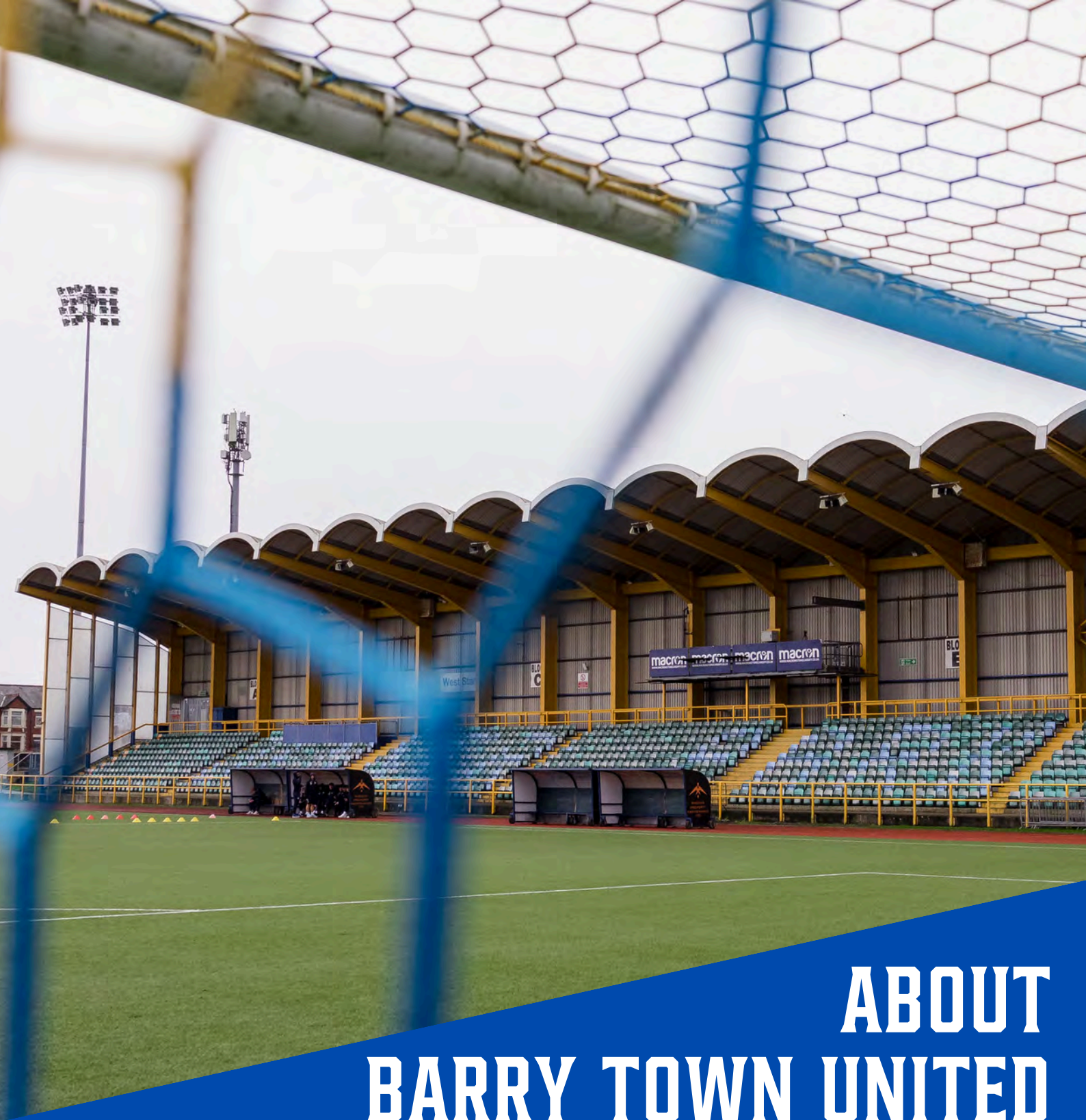
Candidate Pack



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ABOUT BARRY TOWN UNITED

Barry Town United is a community-focused and family-oriented football club with a rich history in Welsh Domestic Football. Our Club is deeply rooted in the local community and has a strong commitment to developing our Academy players, promoting inclusivity and creating a welcoming atmosphere for players, fans and visitors of all ages. Barry Town United men's senior team play in the Cymru Premier, were crowned Cymru South Champions in 2022/23 and played in the UEFA Europa League in 2019/20 and 2020/21. With a new era on the horizon, we are seeking a dynamic and experienced Commercial Manager to ensure the Club is sustainable and commercially viable off the pitch.



ROLE SUMMARY

Job Title: Commercial Manager

Reports to: Club Committee

Location: Jenner Park Stadium, Barry

Salary: £25,000-£30,000 - DOE

Job Overview: As Commercial Manager of Barry Town United, 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.



HOW TO APPLY

Please supply the following to David Cole

- 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 Barry Town United.

Closing date: 5pm on Wednesday 31st July 2024.

Email David Cole - david.cole@barrytown.co.uk