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| Job Title: | Rochdale A.F.C. - Business Development / Lotteries Manager | Report To: | Sales & Marketing Manager |
| Based At: | The Crown Oil Arena, Sandy lane Rochdale | | |
| Job Role: | | | |
| <p>Rochdale A.F.C. is a dynamic, ambitious club operating in a challenging environment. The key aspects of this new role will be to develop commercial opportunities, build partnerships and alliances with businesses across the Borough.</p> <p>An essential part of the post will be to review, re-brand and expand the current lottery provision to compete with successful chance gambling initiatives in the marketplace.</p> | | | |
| Key Responsibilities and duties | | | |
| <ul style="list-style-type: none"> • To identify, develop and maximise income generation opportunities for the club across Borough Businesses • To drive change within the lottery department, re-organise systems and procedures, overseeing the management of over 50 self-employed agents • To produce a tactical sales campaign with clearly defined targets and metrics • To build and retain existing relationships with current customers, together with converting new clients. • Participate in and actively contribute to the development of new products • To identify opportunities for new packages to make the football club a venue of choice and ensure the packages remain attractive and competitive. • Provide weekly up-date reports to the Sales & Marketing Manager, including achievements against agreed sales targets • Represent the club on site events and match days and external events to promote the packages and opportunities available. • To contribute to a customer centric culture, with the highest standards of customer service at all times. • Work in conjunction with members of the management team to ensure the effective operation of the department • To co-operate fully with colleagues and to be flexible when assisting them in response to business needs of the company | | | |



Essential Requirements

Qualifications

GCSE's or Equivalent in English and Maths

- Experience of working in a sales role for a minimum of 5 years, and negotiating at a senior management level
- Measurable experience of working within an internal sales environment
- Experience of achieving agreed income targets
- The ability to communicate easily at all levels on a face-to-face basis as well as by post, telephone and email
- Experience of motivating and inspiring supporters/clients
- Track record of delivering a high quality service , to win new business and retain clients.

Knowledge and Skills

- An understanding of marketing initiatives with particular reference to sponsorship and sales promotions
- Excellent written and verbal presentation
- Excellent I.T. skills, particularly with databases, reporting MS office.

Package

- Competitive salary
- A full expensed company car
- 4 weeks paid holiday + Bank Holidays. (Time off in lieu where matches fall on Bank Holidays.
- Pension Scheme