



## JOB ROLE:

<b>JOB DESCRIPTION:</b>	
<b>Job Title</b>	Sales Executive
<b>Type of Position</b>	Full time- April 2020 to August 2020 the position will be reviewed on a monthly basis based on progress against sales targets.
<b>Working Pattern</b>	Full time but will consider part time to a minimum of 3 days a week.
<b>Salary</b>	£20,000 per annum / £1,677 per month basic (based on a fulltime 37.5 hour week) Performance related bonus.
<b>Role Summary</b>	<p>FC United are looking for a dynamic individual who shares our values and can communicate them to develop relationships with local businesses – and ultimately to secure sponsorship and advertising revenue for the club. Packages include perimeter boards, matchday sponsorship, web-site adverts and matchday dining.</p> <p>Sponsorship and advertising are key revenue streams for the club, typically generating around £30,000 per year without dedicated resource. By recruiting a specialist salesperson, we believe that the above figure can be exceeded, particularly by identifying businesses who share our values. The post will be based at our 4,400 capacity Broadhurst Park stadium with travel out to local businesses as required.</p>
<b>Key Duties</b>	<p><b>Specific duties and responsibilities</b></p> <ul style="list-style-type: none"> <li>• Contact local businesses – by phone/e-mail/face-to-face and sell the potential benefits of sponsoring/advertising with FC United</li> <li>• Conduct follow-up as required, including formal presentations to business owners</li> <li>• Accurately build, manage and maintain a sales pipeline – starting local (Moston, Middleton and Blackley) and spreading out into Manchester City Centre</li> <li>• Establish a relationship with all existing and lapsed sponsors and listen to them about if/how/when they would support the club.</li> </ul>

<b>PERSON SPECIFICATION</b>	
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• No formal qualifications required but able to demonstrate an ability to form mutually beneficial relationships with businesses and other organisations.</li> </ul>
	<p><b><i>Required skills and experience</i></b></p> <p>Candidates will need to have the following essential (E) and desirable (D) skills and experience:</p> <ul style="list-style-type: none"> <li>• Understands the power of football and the value of fan-ownership (E)</li> <li>• Previous experience in a sales position (E)</li> <li>• Resilient and able to handle rejection (E)</li> <li>• Excellent inter-personal skills and the ability to build relationships (E)</li> <li>• Proficient in use of Excel (E)</li> <li>• Own transport i.e. car or bike (D)</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Knowledge of FC United's history and ethos and a firm commitment to FC United's founding principles</li> <li>• Knowledge of the power of football and its importance to local communities.</li> </ul>