



# Job Advertisement

## Chief Commercial Officer

***As an integral part of our dynamic team, you will play a crucial role in upholding our organization's commitment to sustainability. Regardless of your specific role in marketing, HR, procurement, or any other department, we expect all employees to actively embrace and adhere to our sustainability policies. Your dedication to environmentally conscious practices, resource efficiency, and ethical considerations will contribute to our collective efforts in fostering a responsible and sustainable workplace. We believe that each team member, regardless of their functional area, plays a vital role in promoting and implementing sustainable practices that align with our organizational values.***

***Exeter City Football Club seeks to ensure the safety, safeguarding and wellbeing of all children, young people and adults at risk who engage in its activities.***

We are recruiting a Chief Commercial Officer to join our special club where you will quickly be inspired by and become a vibrant advocate of Supporter Ownership and all that we stand for.

Exeter City is a unique EFL League 1 football club with a rich history, a special place in the heart of the community and is proudly celebrating 20 years Supporters' Trust ownership. Trust ownership is reflected in our commitment to balancing on-field success with long-term sustainability and placing fan and community engagement at the core of our operations. We have a remarkable track record of nurturing talent through our Academy, promoting players to the first team, and maximizing their performance. Our Women's team have just been promoted to Tier 3 of Women's football and will transition from amateur to semi-professional ahead of next season.

As we strive to achieve our vision of being an 'outstanding community-owned club, playing football at the highest sustainable level' we are seeking an experienced, hands on, growth orientated Chief Commercial Officer who will play a pivotal role in developing and executing the club's commercial strategy. You'll oversee all aspects of our revenue generating activities which are extremely varied and provide plenty of untapped potential. The unique positioning of our Club provides a fantastic opportunity to significantly increase our revenues by finding new commercial partners who align to our values and generate more income from our core fanbase and by increasing our supporter base around the world.

Candidates will need to have a proven track record of growing revenues quickly in a business that shares the complexities of a professional sports club like Exeter City. Working with a relatively small team you will join an entrepreneurially spirited leadership team and you should share our ethos of 'getting stuff done'.

You will need to be financially literate, commercially astute and a tenacious closer of business opportunities. Excellent written and verbal communication skills are essential and candidates must be really comfortable presenting and pitching ideas to commercial partners, board members and our supporters.

We are looking for culture carriers, with a proven ability to lead, inspire, develop and grow teams and you'll need to be a natural at working collaboratively both inside the Club and with external partners. Prior experience in a professional sports environment or relevant experience in the sports, hospitality or events industries would be helpful but is not a prerequisite.

For a full job description please visit our vacancies page on our website.

Prior to commencing work a right to work document(s) must be presented, references will be taken and a DBS Check will need to be complete.



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If you wish to apply for this position please follow this link <https://ecfc.peoplehr.net/Pages/JobBoard/Opening.aspx?v=03404dca-a4a4-46e9-af3f-b886198cffed>

Only completed applications that are submitted via People HR will be accepted. Any applications after the closing date will not be accepted.

The closing date is: Sunday 30<sup>th</sup> June 2024

ECFC is an equal opportunities employer and committed to safeguarding and promoting the welfare of children and young people and expects all staff and employees to share this commitment.



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## Job Description

### Chief Commercial Officer

**Reports to:** Chief Executive Officer and part of the Club leadership team

**Full Time Position** based at St James Park, Exeter, with an ability to work flexibly

#### Background & Role Summary

Exeter City is a unique EFL League 1 football club with a rich history, a special place in the heart of the community and is proudly celebrating 20 years Supporters' Trust ownership. Trust ownership is reflected in our commitment to balancing on-field success with long-term sustainability and placing fan and community engagement at the core of our operations. We have a remarkable track record of nurturing talent through our Academy, promoting players to the first team, and maximizing their performance. Our Women's team have just been promoted to Tier 3 of Women's football and will transition from amateur to semi-professional ahead of next season.

As we strive to achieve our vision of being an 'outstanding community-owned club, playing football at the highest sustainable level' we are seeking an experienced, hands on, growth orientated Chief Commercial Officer who will play a pivotal role in developing and executing the club's commercial strategy. You'll oversee all aspects of our revenue generating activities which are extremely varied and provide plenty of untapped potential. The unique positioning of our Club provides a fantastic opportunity to significantly increase our revenues by finding new commercial partners who align to our values and generate more income from our core fanbase and by increasing our supporter base around the world.

#### Key Responsibilities:

- 1. Developing Commercial Strategy:** With the unwavering support of the Executive team, lead the development and implementation of the club's commercial strategy aligned with organizational growth objectives, with a strong emphasis on ensuring the strategy aligns with our ownership model and the ethos of the Supporters Trust
- 2. Sponsorship & Partnership Acquisition:** Lead from the front to help our commercial partnerships team identify, negotiate, and secure sponsorship deals, leveraging the unique identity and values of Exeter City FC to attract like-minded partners. Oversee the activation of sponsorship agreements and commercial partnerships in a manner that celebrates our supporters and promotes community participation, ensuring that supporters and our commercial partners feel valued and genuinely included in helping us achieve our ambitions

Cultivate and manage partnerships with corporate sponsors, advertisers, and stakeholders that resonate with our supporter-owned ethos, ensuring that commercial activities align with the values and aspirations of our fanbase.

The focus of our commercial activities to this point have been on the Mens 1<sup>st</sup> team and part of the role will be to activate new sponsorship deals for Women's football and our Academy.





3. **Supporter-Driven Revenue Streams:** Explore innovative revenue streams that harness the passion and dedication of our supporters, such as supporter-led merchandise initiatives, and community events, to supplement traditional commercial activities.
4. **Ticket and Matchday Revenue Growth:** Develop and implement strategies to grow ticket and matchday revenues, including pricing strategies, promotional campaigns, increasing secondary spend on F&B and merchandise, and alongside our marketing and social media team, initiate engagement initiatives aimed at maximizing attendance and matchday spend.
5. **Retail and Merchandising Operations:** Manage and oversee the club's retail and merchandising operations, including the club shop and online retail platform, to optimize sales of official merchandise and branded products, ensuring a seamless and enjoyable shopping experience for supporters.
6. **Food and Beverage Sales:** Work with our F&B Manager (new appointment) creating new initiatives to drive food and beverage sales at St James Park on matchday, and non-matchday conferencing events, and help turn this into a 7 day a week operation. Support the F&B manager to ensure high-quality offerings and exceptional service that enhance the overall supporter experience and contribute to revenue growth
7. **Matchday Hospitality:** Develop and manage matchday hospitality packages and experiences, catering to the diverse needs and preferences of supporters, corporate clients, and VIP guests, while maximizing revenue and fostering long-term relationships.
8. **Non-Matchday Conferencing & Events:** Identify opportunities to leverage the club's facilities for non-matchday conferencing and events, developing attractive packages and promotional campaigns to attract corporate clients, community organizations, and private functions.
9. **Digital Engagement:** Work closely with our Head of Marketing & Media to maximize the value of our digital platforms to connect with supporters, amplify their voices, and facilitate meaningful interactions, ensuring that digital initiatives complement and enhance the overall supporter experience.
10. **Financial Stewardship:** Work closely with the Club leadership team and the Supporters Trust to ensure that commercial activities are conducted in line with the 'Club Trust Agreement', with transparency, integrity, and accountability, reflecting our commitment to responsible financial management as a supporter-owned club.
11. **Team Leadership and Development:** Lead and inspire our growing, ambitious commercial team providing guidance, support, and professional development opportunities to maximize their potential.
12. **Stakeholder Engagement:** Collaborate closely with Commercial partners, supporters' groups, Trust Board members, and other stakeholders to ensure that commercial activities are aligned with the collective interests and aspirations of our supporter-owned club.





## Qualifications and Skills:

- You'll be comfortable 'leading from the front' with a hands on approach to leading teams, engaging and managing relationships with customers and not being afraid to challenge the status quo.
- You'll have a proven track record of growing revenues quickly in a business that shares the complexities of a professional sports club like Exeter City. We are a relatively small business and despite a 123 year history you'll be joining an entrepreneurially spirited leadership team and you should share our ethos of 'getting stuff done'
- You'll have excellent written and verbal communication skills and be really comfortable presenting and pitching your ideas to commercial partners, board members and our supporters. You'll also need to be very financially literate, commercially astute and a tenacious closer of business opportunities.
- You'll be a culture carrier, with a proven ability to lead, inspire, develop and grow teams and you'll need to be a natural at working collaboratively both inside the Club and with external partners.
- Prior experience in a professional sports environment or relevant experience in the sports, hospitality or events industries would be helpful but is not a prerequisite.

## Personal Profile

The chances are you will have had a successful career and recently held a significant commercial or sales and marketing role. You'll love what you do but you might be looking to work in a business with a bit more purpose and passion. Whilst you'll want to be rewarded fairly for your efforts, money is unlikely to be your primary driver for joining us. You'll be a competitive self starter, you'll love beating the odds (that's what we do every day at Exeter City) and you'll get satisfaction from the fact that what you do can have a hugely positive impact on our supporters and the wider community.

You'll quickly be inspired by and become a vibrant advocate of Supporter Ownership and all that we stand for. You'll enjoy being part of a leadership team that is helping the club to modernise, innovate, professionalise and set high standards every day, and has a clear set of 5 goals that ensure we are all working collaboratively to the same plan.



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## Employee Benefits

As a Club it is important to us to provide a competitive employee benefits package as we understand this plays an important role in supporting our team.

Benefit packages vary from one organisation to the next, however our central theme is to help improve the wellbeing of staff and demonstrate that we are willing to offer above and beyond the minimum requirements to foster a positive working relationship.

We hope our benefits package can play a significant role when it comes to recruitment and retention and we have set out the Company's employee benefits to provide transparency and equality to all employees.

We will continue to review our remuneration package to ensure it is considered attractive and competitive.

We offer:

- Hybrid working, with flexible working pattern (dependant on role)
- Annual pay review process in line with objectives and performance
- Annual discretionary company bonus
- Company sick pay 5 days full pay based on a rolling year
- Income protection plan
- Birthday day off
- Enhanced annual leave
- Cycle Scheme
- Employee Assistance Programme
- Mediacash
- Employee discounts (internally and external businesses)
- Free on-site parking



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