



## JOB DESCRIPTION

<b>Job Title</b>	<b>Commercial Director (including Match Day Director)</b>
<b>Department</b>	Commercial
<b>Reporting to</b>	AFCRD Board

### **ROLE SUMMARY**

Identify new commercial opportunities and manage marketing efforts.

Keep up to date of local business activities provide strategic advice and seek out commercial opportunities as necessary.

Promote and expand the football clubs commercial activity that will generate revenues and lead to sustainable growth and meet the clubs annual budget requirements.

Build strong, effective relationships through, front-line regular contact with all club sponsors and advertisers.

Act as Match Day Director for all first team competitive home games, providing Board level support to the Match Day Stadium and Safety Manager and his team of Football Match Day stewards including liaison with Northants Police as required.

Provide advice and manage the club insurances. .

Support the media team as required

### **MAIN DUTIES & RESPONSIBILITIES**

- Create and follow up sponsorship leads with interested companies and individuals to generate club revenue including the following key areas
  - Main Club Sponsor
  - Other Kit Sponsorship including First Team and Academy
  - Player Sponsorships
  - Match Day Sponsorships
  - Other Sponsored Events e.g. Golf Day
- Sell advertising space in home match programmes and around the ground and perimeter fence of the Hayden Road Stadium.
- Maintain strong relationship and regular communication with all club sponsors and advertisers.

- Provide commercial activity updates including preparing reports, articles and general information on a regular basis for the home match programme and the club website
- Arrange and manage utilising appointed insurances brokers all club insurances including Commercial Combined, Employers Liability, Public Liability, Group Personal Accident and Directors & Officers insurances.
- Act as AFCRDTV after match interviewer, stadium announcer and Radio Diamond commentator as required.
- Complete any ad hoc tasks relating to the football club where reasonably expected and within the agreed timescale.