

Commercial Manager

Swindon Town F.C. are seeking an ambitious, proactive and commercially driven Commercial Manager to join the club

This is a fantastic opportunity to play a central role in driving the Club's commercial growth through sponsorships, partnerships, hospitality, advertising, and events.

Reporting directly to the Chief Executive Officer, the chosen candidate shall take responsibility for all commercial activities of the Club, ensuring business success and providing exemplary service delivery to our partners and stakeholders.

Key Responsibilities

- Lead the Club's commercial sales strategy to achieve sponsorship and revenue targets.
- Identify, develop and secure new sponsorships, partnerships and advertising opportunities across all Club assets
- Manage and grow a strong network of prospective partners through networking, relationship management and business development activity
- Develop bespoke commercial proposals and partnership packages tailored to client objectives.
- Build, maintain and strengthen long-term relationships with sponsors, corporate partners and hospitality clients to maximise retention and ensure repeat business.
- Oversee all seasonal and matchday hospitality operations, ensuring a first-class customer experience for all guests and partners. Coordinate with marketing, catering, security, and operations teams to deliver seamless service.
- Work collaboratively with internal business departments.
- Design and deliver an annual events programme.
- Manage and maintain accurate reporting through the Club's CRM system, including pipeline management, forecasting, activity tracking and commercial reporting
- Analyse market trends, competitor activity and commercial performance data to identify new revenue opportunities and strategic growth areas
- Support the CEO in shaping and implementing the Club's wider commercial and business development strategy
- Represent the Club professionally at industry events, networking opportunities and matchday functions
- Ensure all commercial activities reflect and enhance the Club's values, reputation and brand identity

Essential Skills & Experience

- Minimum of 3 years' commercial experience within professional football, preferably at EFL League Two level or above
- Proven track record in sponsorship sales and partnership management
- Demonstrable experience achieving targets.
- Strong relationship-building skills
- Excellent communication
- Driving licence.

Swindon Town Football Club is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. For positions where a criminal record check (DBS) is identified as necessary, this will be carried out in line with the Club's safer recruitment procedures and relevant legislation. The post holder will be required to undertake safeguarding training periodically and comply with all safeguarding policies and procedures.

Equality, Diversity & Inclusion Swindon Town Football Club is committed to promoting equality of opportunity for all staff and job applicants. We aim to create a supportive and inclusive working environment in which all individuals can make best use of their skills, free from discrimination, harassment or victimisation, and where decisions are based solely on

County Ground, County Road, Swindon SN1 2ED

Main Switchboard: **0330 002 1879**

swindontownfc.co.uk | stfcdirect.com

merit. The Club does not discriminate on the basis of age, race, nationality, ethnic origin, religious or political belief or affiliation, trade union membership, gender, gender reassignment, gender identity, marriage and civil partnership status, pregnancy and maternity, sexual orientation, disability, socio-economic background or any other characteristic protected under the Equality Act 2010

