

BURTON ALBION FC

PIRELLI STADIUM · PRINCESS WAY · STAFFORDSHIRE DE13 0AR U.K.
01283 565938 · WWW.BURTONALBIONFC.CO.UK · COMPANY NO.488096



JOB DESCRIPTION

JOB TITLE	Business Development Manager
LOCATION	The Pirelli Stadium, Princess Way, Burton-on-Trent, DE13 0AR
REPORTING TO	Head of Sales
SALARY	£32,000pa +Commission (3% on all 'New Business' Revenue)
CONTRACT	Permanent, full-time
DIRECT REPORTS	n/a
JOB TYPE	Standard working week of 40 hours. Work required outside of normal office hours, at weekends, evenings and public holidays for matches and events. Time given back in lieu.

Job Summary

The Business Development Manager drives revenue growth across hospitality, sponsorship, advertising, and conference & events through a proactive, target-led sales approach. Focused primarily on new business, the role involves generating and converting leads via outbound calls, networking, and field-based activity, while also developing key accounts. With a strong consultative sales style and understanding of client needs, the postholder identifies commercial opportunities and delivers tailored solutions that maximise revenue and occupancy, working closely with internal teams to ensure seamless execution and high-quality client experiences.

Role Responsibilities

- Develop and deliver proactive sales strategies to drive revenue across hospitality, sponsorship, advertising, and conference & events in line with agreed targets.
- Generate new business opportunities through outbound calls, prospecting, networking, and field-based client engagement.
- Demonstrate resilience and adaptability in a high-performance sales environment, consistently overcoming objections and maintaining momentum to achieve and exceed targets.
- Identify, target, and secure new commercial partners, maximising use of the club's assets and offerings.
- Conduct face-to-face meetings, presentations, and stadium tours to showcase commercial opportunities and event spaces.

The Albion Football Club (BOT) Ltd · Pirelli Stadium, Princess Way, Burton-on-Trent, Staffordshire DE13 0AR
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- Create and present tailored proposals and commercial packages aligned to client objectives.
- Negotiate pricing, terms, and agreements to successfully close deals and achieve revenue targets.
- Build and manage a pipeline of prospects, ensuring consistent follow-up and conversion.
- Maintain and develop relationships with key accounts to drive repeat business and long-term value.
- Utilise a consultative sales approach to thoroughly qualify prospects, understanding business challenges and aligning tailored commercial solutions to meet their objectives.
- Accurately record sales activity, leads, and opportunities within CRM systems.
- Represent the club at industry events, networking functions, and matchdays to enhance brand presence and generate leads.

Revenue Growth & Strategy

- Support the delivery of revenue targets by identifying opportunities to upsell and cross-sell across hospitality, sponsorship, advertising, and events.
- Track sales performance and market activity, providing insights to help refine approaches and improve conversion rates.

Health & Safety Responsibilities

- Take responsibility and care for the health and safety of yourself and other employees and members of the public who may be affected by your acts or omissions at work.
- To comply with all aspects of the Club's Health & Safety Policy and arrangements, to enable the company to perform its civil and statutory obligations in relation to Health & Safety.

Safeguarding Responsibilities

- Adhering to safeguarding policies and procedures as outlined by the Club; and report any safeguarding or welfare concerns to the Designated Safeguarding Officer in the first instance.

Equality, Diversity and Inclusion responsibilities

- Hold a commitment to equality, diversity and inclusion in the workplace

This document is a guide only and should not be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of changing needs of the organisation.

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Qualifications/Experience/Knowledge

- Demonstrated track record in B2B sales – ideally within recruitment, property and advertising sectors
- Previous experience building and leveraging a strong network of corporate contacts, with the ability to generate new business opportunities
- Strong knowledge of the local area, with the ability to identify and target potential prospects

Person Specification – Skills/Abilities

- Excellent negotiation, presentation and communication skills
- Commercially astute with the ability to package and sell creative solutions
- Ability to work to sales targets and thrive in a results driven environment
- Self-motivated, pro-active and tenacious
- Professional, personable, and comfortable engaging and influencing a wide range of stakeholders in both formal and informal settings
- Ability to work to high standards, flexible, with an ability to manage multiple priorities under pressure during key times

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Code of Conduct

The Club expects the highest standards of integrity and conduct in all matters concerning the Club and its employees. The Code of Conduct (along with the Staff Handbook) makes clear the standards of conduct expected from its employees and explains the responsibilities of the Club, as the employer. All employees are expected to act wholeheartedly in the interests of the Club at all times. Any conduct detrimental to its interests or its relations with its customers, suppliers, the general public or damaging to its public image shall be considered to be a breach of Club rules and policies. Discriminatory, offensive and violent behaviour are unacceptable and any complaints or concerns will be dealt with and acted upon.

Equality Inclusion & Diversity

Burton Albion are committed to ensuring that equality, inclusion and diversity of opportunity is at the very heart of everything we do to ensure we provide fair and non-prejudicial access to the services across the Club. We uphold everyone's freedom of rights and choice to be different and aim to provide opportunities for everyone to succeed. It is the policy of the Club that no person, whether player, job applicant, employee, volunteer or customer, shall be discriminated against. The Club opposes all forms of unlawful and unfair discrimination, either direct or indirect, or harassment, on the grounds of the following 'protected characteristics': Age, Disability, Gender Reassignment, Marriage & civil Partnership, Pregnancy & Maternity, Race, Religion or Belief, Sex and Sexual Orientation. Anyone who is found to be in breach of this could receive disciplinary action, which may well include suspension and dismissal.

The Club is fully committed to the EFL Equality, Diversity & Inclusion Standards and we particularly welcome 'entry level' applications from women, individuals from Black and Minority Ethnicities, the LGBT community and anyone with a disability.

Safeguarding

Burton Albion is committed to and has both a moral and legal obligation to ensure that all children and vulnerable adults are protected and kept safe from harm whilst engaged in services organised and provided by the Club and believes that the general wellbeing, welfare and safety of all children and vulnerable adults engaged in Club activities is of the utmost importance. The Club will fulfil its responsibilities by ensuring it displays best practice in safeguarding matters – including Safer Recruitment - carried out in a spirit of partnership and openness with the child or vulnerable adult, families and the relevant local authority.

Potential applicants are advised to check on the government website (<https://www.gov.uk/tell-employer-or-college-about-criminal-record/what-information-you-need-to-give>) whether cautions / convictions should be disclosed as part of their application.

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