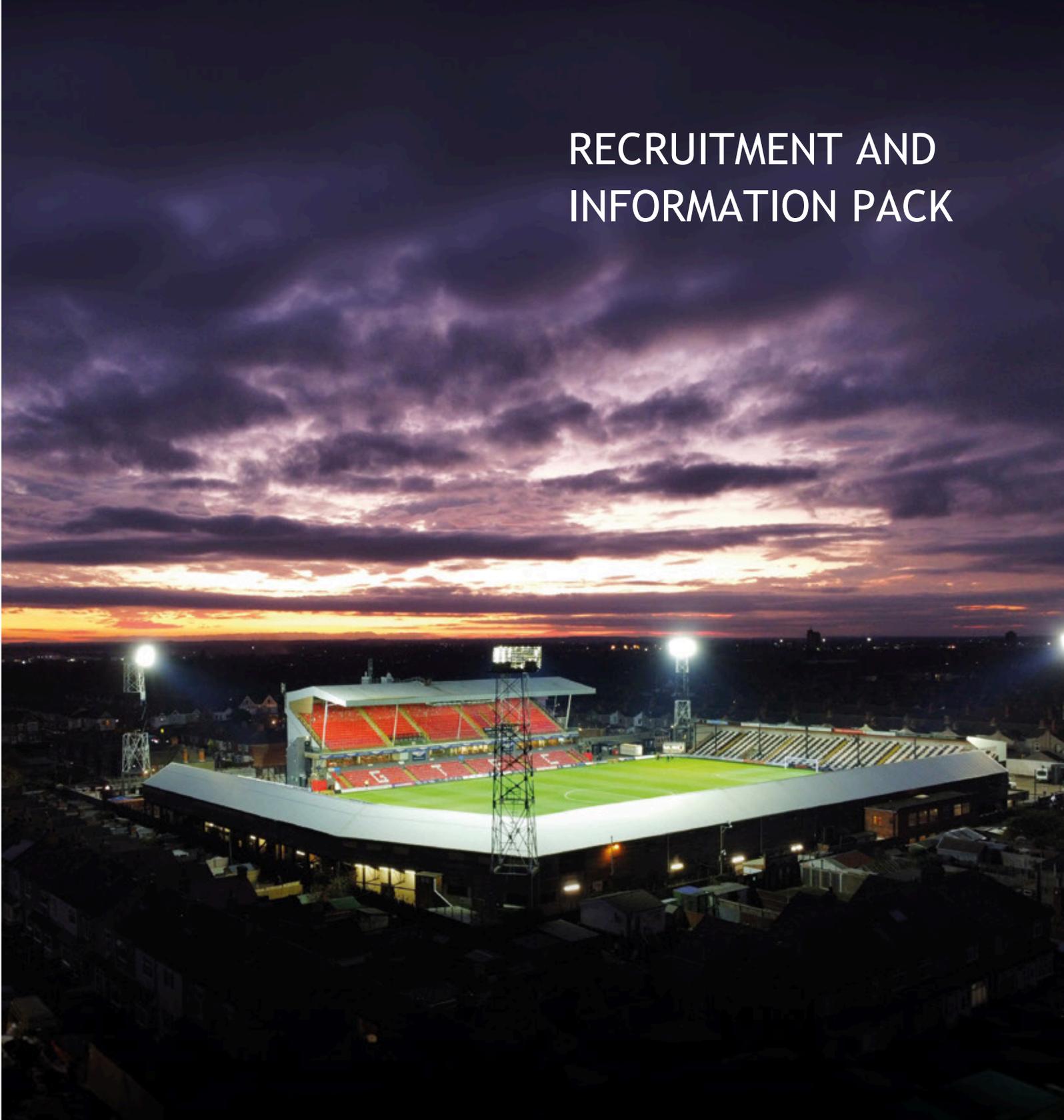


# RECRUITMENT AND INFORMATION PACK



**Commercial Manager  
Job Advert**



# ABOUT US

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**Grimsby Town Football Club is an English football club based in the seaside town of Cleethorpes, North East Lincolnshire.**

Founded in 1878 as Grimsby Pelham, the Club was renamed Grimsby Town a year later and went on to become Lincolnshire's leading football club, spending many years in the top two divisions and twice reaching the semi-final of the FA Cup.

The Club is owned by 1878 Partners Ltd, and since their takeover in 2021, they have made it their mission for there to be a real tangible connection between fans and the Club.

Along with a long-established Men's First Team who play in the EFL Sky Bet League Two, the Club also has an academy known for developing talent, a Women's First Team who compete in Division One North and the Grimsby Town Foundation, which last year delivered a charitable spend of over £4m.

The next chapter of Grimsby Town Football Club is in our hands. Together, we can achieve greater things. And to achieve greater things we need a great team.



# WHO WE ARE

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We don't just work for Grimsby Town Football Club – we are Grimsby Town Football Club. It's a remarkable story that began in 1878 and has continued uninterrupted ever since.

There is nothing bigger and nothing more powerful in uniting so many people – through purpose, passion and pride – than a football club. It's people's identity. It's their family; their heritage. It's where they belong. This is something that cannot be undone. The bond, ties and loyalty are forever. And by being here, we are part of the story.

This is no ordinary job. This is an extraordinary opportunity. We are more than staff, players, managers, coaches, analysts, physios, stewards, and volunteers. We are friends, supporters, promoters, entertainers, role models and, in some cases, idols and legends. But we cannot be any of these things without each other.

None of us is bigger than all of us. Every day, we strive for better. We are a football club, but we're at the heart of something much bigger. A club formed from its community now has the power to define its community. We are today's authors of this black and white story.

This moment has been 146 years in the making. And the next chapter is in our hands. Together, we can achieve greater things. And to achieve greater things we need a great team, and this is where you come in.



# JOB PURPOSE

Create new, and enhance existing commercial partnerships aligned to the Club's strategic objectives to help generate revenue. Once secured, support the delivery of their activations to aid retention. The role will work across the Club, Foundation and Academy to ensure assets are maximised.

The club is developing a new strategy at present and this role is critical to the club achieving its strategic objectives, including doubling our existing commercial revenues over the next three years.

# MAIN ROLES & RESPONSIBILITIES

## Commercial

- Identify potential commercial prospects/stakeholders including, searching Companies House, large local employers, local sponsors, the council, educational institutes, Chamber of Commerce
- Develop and maintain an excellent understanding of the key customers/target audience to ensure that their needs are being met and that their business is retained
- Be creative with commercial partnership ideas by listening to what's important to the prospect and linking them to services/products of the club/Foundation/Academy
- Develop a commercial pitch i.e. video/brochure to showcase how we can benefit prospective partners
- Revisit previous sponsors and build new relationships with them
- Explore partnership opportunities with EFL sponsors i.e. Sky Sports
- Manage the delivery of quarterly events for existing and prospect partners
- Formalise commercial agreements in written contracts
- Manage agreed partnerships (track and deliver rights/activations) i.e. commercial player appearances, match day events
- Be an integral part of the matchday experience ensuring engagement with the Club's commercial partners to ensure matchday needs are met
- Review and improve match day and non-match day P&L
- Review and improve our retail offering online and in-store to maximise sales
- Support ticket incentives/match day activities with the foundation - reviewing ROI
- Explore procurement opportunities
- Deliver EFL commercial requirements
- Create a basic CRM tool to store relevant information about current and prospective commercial partners
- Post commercial/hospitality content i.e. on the club's LinkedIn account
- Explore options to expand the club retail offering
- Explore commercial connections with international players and international tours/pre-season camps
- Support the Club's social and environmental performance as measured by the Club's ESG dashboard on a quarterly basis

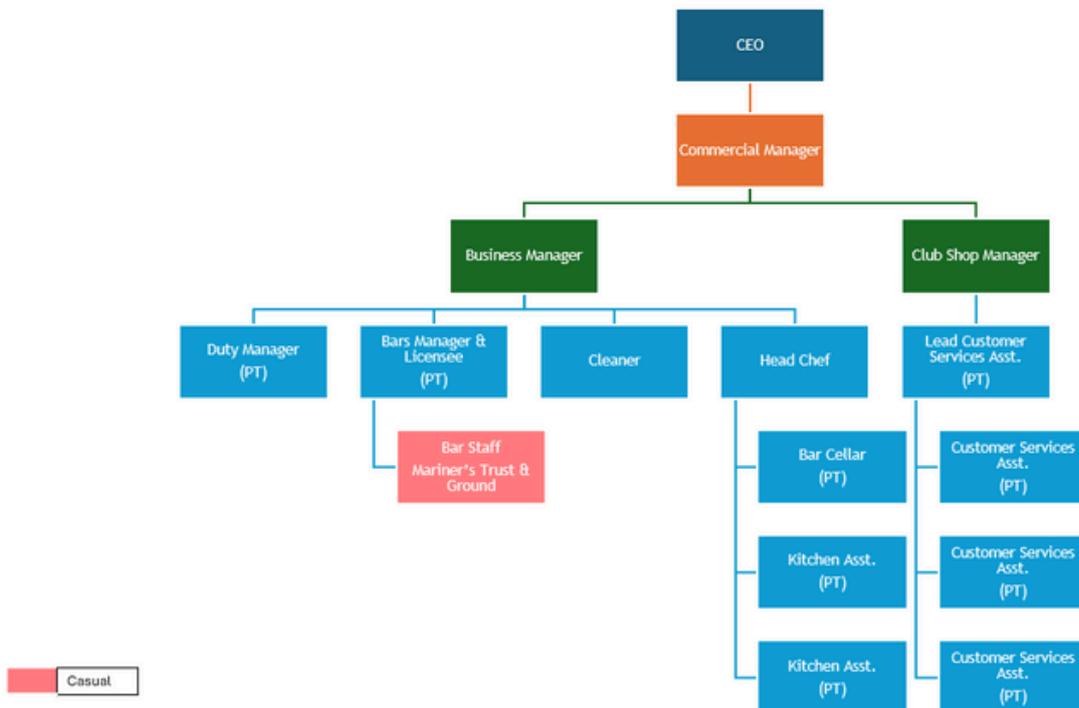


# MAIN ROLES & RESPONSIBILITIES

## Line management

As shown in the structure chart below

- Line manage the Business Manager who supports on commercial revenue generation and oversees the hospitality team
- Line manage the Club Shop Manager to ensure retail profits are maximised in store and online
- Oversee matchday and non-match day bookings of our hospitality areas
- Oversee commercial activation on match days including in the programme, big screen and social media



This job description is not exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in consultation in the light of the changing business needs.





# KNOWLEDGE & EXPERIENCE

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To be able to deliver this role, there are skills and experiences we are looking for. We'd want you as a minimum to have:

- Experience in a similar role
- Effective communication skills, both written and verbal and the ability to communicate concisely and effectively with various professional disciplines and at all levels of an organisation
- Ability to identify business decision makers and converse appropriately
- Commercially astute and highly motivated with a can-do attitude
- Understanding and knowledge of the local and national business market in respect of sponsorship opportunities
- Ability and drive to develop within the role, learn new skills and manage change
- A proven track record of achieving and surpassing pre-determined sales targets
- Excellent IT skills (ideally proficient in Microsoft Word, Excel and web-based content management tools)
- Exceptional customer service
- A flexible approach to work as this role includes work outside of normal office hours
- Proficient using social media

As we work with young people you will also be subject to a DBS check and have due regard for safeguarding and child protection policies, including the welfare of children and young people.

# CLUB VISIONS & VALUES

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All employees are expected to operate within and always demonstrate a commitment to the Club's values:

- Proud to be GTFC: it is a privilege to wear the badge and we do it with pride
- Trust in Town: we rely and depend on each other to do our best
- Stand up for the Mariners: we show courage and positivity in the face of new challenges
- One of Our Own: we treat each other like family
- Always Improving: we raise the standards in everything we do





# **B CORPORATION**

Grimsby Town Football Club is currently working towards B Corp Certification. B Corp Certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials. To achieve certification, a company must:

- Demonstrate high social and environmental performance by achieving a B Impact Assessment score of 80
- Make a legal commitment by changing their corporate governance structure to be accountable to all stakeholders, not just shareholders, and achieve benefit corporation status
- Exhibit transparency by allowing information about their performance measured against B Lab's standards to be publicly available on their B Corp profile on B Lab's website

B Corp Certification is holistic, not exclusively focused on a single social or environmental issue. And the process to achieve and maintain certification is rigorous and requires engaging teams and departments across the whole organisation. All employees are expected to commit to the journey of achieving B Corporation Status.

# **SAFEGUARDING STATEMENT**

Grimsby Town Football Club is committed to safeguarding the welfare of children and young people and expects all staff and Volunteers to endorse this commitment.

# **EQUALITY, DIVERSITY AND INCLUSION**

Grimsby Town Football Club's commitment to Equality, Diversity and Inclusion is to confront and eliminate discrimination whether by reason of age, gender, gender reassignment, sexual orientation, marital status or civil partnership, race, nationality, ethnicity (race), religion or belief, ability or disability, pregnancy or maternity and to encourage equal opportunities (Protected Characteristics, Equality Act 2010).

Employees of Grimsby Town Football Club must ensure a positive commitment towards Equality, Diversity and Inclusion by treating others fairly and not committing any form of direct or indirect discrimination, victimisation or harassment of any description and to promote positive working relationships between all internal and external stakeholders.





# EMPLOYEE BENEFITS

£40,000 - £45,000 plus 2% commission on commercial revenue deals

28 days annual leave inclusive of bank/ public holidays

Relocation expenses if required

Company pension scheme

Staff social activities

Inclusive and welcoming environment - equality, diversity, and inclusion priorities are embedded throughout the organisation

Support for health and wellbeing, including access to occupational health support and confidential counselling

Discount in the Grimsby Town Football Club shop

Discounted Grimsby Town Football League fixture tickets

Interested? For further information and application information via iRecruit, please visit [gtfc.co.uk/category/vacancies](http://gtfc.co.uk/category/vacancies)

1. The deadline is midnight on Sunday 20th October
2. Initial interviews to be held week commencing 4th November
3. Final interviews to be held week commencing 18th November

Please note we reserve the right to close the vacancy earlier than scheduled if a sufficient number of applications are received.

Grimsby Town is an equal opportunities employer and aims to ensure all applicants are treated fairly and equitably regardless of gender, race, colour, ethnicity, age, disability, social economic background, religious or political beliefs, marital status, maternity or paternity or sexual orientation.

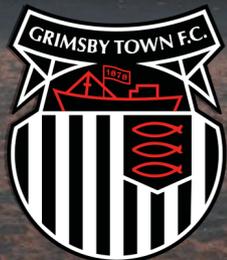


North East Lincolnshire is a great place to live and bring up a family. There are a number of beautiful locations in and around the area of Grimsby and Cleethorpes which are ideal places to live, and our house prices are among some of the most affordable in the country. We are also on the doorstep of the Lincolnshire Wolds - an area of outstanding natural beauty.

Grimsby is at the centre of one of the biggest renewable energy booms in the whole of Europe, resulting in a growth of retail, hospitality and leisure facilities across North East Lincolnshire. Cleethorpes is blessed with one of the longest and naturally beautiful beaches and the town has great events that attract visitors from all over the country, including carnivals, air displays, street markets and other cultural events.

The location also has great transport links with two train stations, an international airport less than 20 miles away, and being less than an hour away from Hull, Lincoln and Doncaster.

**North East Lincolnshire is a truly wonderful place to live and work.**



Blundell Park  
Cleethorpes  
DN35 7PY  
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