



Aberdeen Football Club Job Description

Name:	
Job Title:	Business Development Manager
Line Manager:	Head of Commercial
Line Manager for:	Senior Sales Executive and Sales Executive
Date Started:	
Overall Purpose of Job:	
<p>The Business Development Manager is a key role in the Club, responsible for driving income generation and new business development opportunities with a particular focus on official partnerships.</p> <p>This role will be tasked with developing a network of contacts to attract new clients, research new market opportunities and oversee growth projects, making sales projections and forecasting revenue, in line with projected income.</p>	
Main Responsibilities/Description of Duties:	
<ul style="list-style-type: none">• New Business Development: Identify and pursue new business opportunities to drive revenue growth by selling key inventory, including hospitality packages, advertising spaces, and event sponsorships, targeted against aggressive targets.• Official Partnerships Expansion: Expand the Official Partnerships portfolio by presenting and promoting the Club's commercial offerings to potential partners. Develop compelling proposals tailored to meet the specific needs and objectives of potential clients.• Relationship Building: Cultivate strong relationships with existing and prospective clients, ensuring regular engagement to understand their requirements and provide exceptional customer service.• Sales Strategy: Develop and implement effective sales strategies to achieve revenue targets and meet the Club's commercial objectives.• Collaboration with Internal Teams: Collaborate closely with internal teams, including Marketing, Events, and Hospitality, to pre-agree any proposed inventory for Official Partners to ensure we provide outstanding bespoke packages to potential partners.• Market Research: Stay abreast of industry trends, market conditions, and competitor activities to inform strategic decisions and identify new business opportunities.• Contract Negotiation: Lead contract negotiations with potential partners, ensuring agreements are mutually beneficial and aligned with the Club's values and objectives.• Reporting and Forecasting: Regularly update management on new business sales performance, revenue projections, and progress against targets.• Brand Ambassador: Act as an impeccable ambassador for Aberdeen Football Club, upholding the Club's values, image, and reputation at all times.	



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Person Specification: Experience/Qualifications/Training/Personal Qualities	
<p>Essential:</p> <ul style="list-style-type: none"> • Proven experience in business development and sales. • A strong track record of delivering commercial partnerships. • Outstanding ability to build key relationships from the first introduction to transaction. • Excellent interpersonal and communication skills, with the ability to engage potential clients and build lasting relationships. • Experience of creating new commercial properties or entertainment verticals. • Creative thinker with a problem-solving approach to work, able to adapt to different client needs. • Strong negotiation and presentation skills with the ability to deliver compelling pitches and proposals. • Experience of building a strategy to take rights packages to market. • Highly motivated team player who values and understands the importance of collaboration. • A strong network of contacts across the sponsorship industry. • A clear understanding of why the Club would appeal to particular brands / industry sectors. • Knowledge of digital media and associated applications. • Proven ability to work collaboratively and effectively within a team-oriented environment. • Proficiency in MS Office suite and sales management software. 	<p>Desirable:</p> <ul style="list-style-type: none"> • Bachelor's degree in business, marketing or a related field. • Experience working within the sports or entertainment industry. • Passion for football and a deep understanding of the sports industry.
Signed by Employee:	Signed by Line Manager:
Date:	Date: