



Aberdeen Football Club Job Description

Name:	
Job Title:	Supporter Sales Executive
Line Manager:	Supporter Sales Team Leader
Line Manager for:	N/A
Date Started:	
Overall Purpose of Job:	
The Supporter Sales Executive is responsible for securing long term membership and Club sales through outbound calling. This role will largely be focused on new business.	
Main Responsibilities/Description of Duties:	
<ul style="list-style-type: none"> • Responsible for, but not limited to, the sale of new AFC Memberships to supporters. • Full participation in extensive phone call campaigns to generate membership sales and other supporter sales, maintaining a minimum daily average of 50 outbound contacts. • Meet or exceed weekly, monthly, and annual sales goals and activity requirements. • Implement and demonstrate outbound sales efforts by using sales and service best practices prospecting, networking, lead generation, referral gathering, data capture and personal database management. • Accurately record and report sales functions in CRM and to Line Manager. • Co-ordinate with other departments to generate membership sales. • Attend team, community, and other events for purpose of maximising sales opportunities. • Provide an excellent level of customer service to supporters at all times. • Continually create and implement unique sales strategies and ideas as a means of producing new business opportunities. • Contribute positively to the team culture by developing mutually beneficial working relationships with all team members. • Any other relevant work as required. 	
Person Specification: Experience/Qualifications/Training/Personal Qualities	
Essential: <ul style="list-style-type: none"> • Excellent communication skills, both written and verbal. • Highly motivated, naturally persuasive with a positive attitude. • Exemplary self-discipline, professionalism, pride and work ethic. • Strong work ethic, team-oriented attitude, and enthusiasm about contributing to the success of the department and Club. • High proficiency of IT skills. • Ability to work flexible hours if required. 	Desirable: <ul style="list-style-type: none"> • Previous new business sales experience. • Knowledge of football is desirable but not essential. • Ability to quickly establish a rapport with supporters through multiple means of communication.
Signed by Employee:	Signed by Line Manager:
Date:	Date: