



## Aberdeen Football Club Job Description

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