

# COMMERCIAL DIRECTOR

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# CANDIDATE BRIEF



# BACKGROUND

**Aberdeen Football Club aspires to be a UEFA Top 100 Club. In May 2019, we set out a clear strategic vision and a series of pillars to drive the Club's long-term growth.**

Since then, we have delivered a new state-of-the-art training ground, continued improvements to Pittodrie Stadium, strengthened our elite youth academy, launched our women's team and academy, and significantly invested in our men's team - who lifted the Scottish Cup in May 2025 and have twice competed in the UEFA Conference League Group Phase in the last three seasons.

Commercially, the Club has enjoyed record-breaking success. Reporting to the Chief Executive, we are recruiting a sales-driven Commercial Director with a demonstrable track record of tangible revenue growth over at least four years in a comparable environment.

Responsible for existing clients, new business development and fulfilment, the successful candidate will bring passion, drive, energy, and the ability to lead a high-performing team. As we continue our current growth trajectory - and seek to surpass it - these qualities are essential.

## EUROPEAN CUP WINNERS CUP



1982-83

## EUROPEAN SUPER CUP



1982-83

## LEAGUE TROPHY



1954-55



1979-80



1983-84



1984-85

## SCOTTISH CUP



1946-47



1969-70



1981-82



1982-83



1983-84



1985-86



1989-90



2024-25

## LEAGUE CUP



1955-56



1976-77



1985-86



1989-90



1995-96



2013-14



Aberdeen is the **3rd largest City in Scotland**:  
Population - **City 227,400 / Shire 262,700**



**Energy Capital of Europe**



Voted **one of eight 'super cities'**  
spearheading the **UK economy**



Aberdeen Harbour Board is Britain's oldest  
registered company; now **investing £350 million**  
into developments and the creation of a second  
South Harbour. One of the **UK's largest marine**  
**infrastructure** projects for decades.



More than **£43 million** has been invested to  
rejuvenate and reinvent Aberdeen's major cultural  
venues: Aberdeen Art Gallery and Music Hall.



There are **more castles per acre** in Aberdeenshire  
than anywhere else in the British Isles



# PURPOSE OF ROLE

To deliver 50% commercial revenue growth over the next four years, with a clear focus on new client acquisition, across the following key revenue channels:

## **PARTNERSHIPS**

Work closely with the Business Development Manager to secure new partnership categories and enhance our existing, well-established partner portfolio.

## **SPONSORSHIPS**

Maximise sponsorship revenues through innovative market-facing packages, including individual match sponsorships, across the Men's Team, Women's Team, Youth Academy, and hospitality facilities.

## **HOSPITALITY**

Drive sales of seasonal and match-by-match hospitality across lounges, suites, and boxes. Collaborate with our official catering partner, BaxterStorey, to ensure delivery of high-quality matchday experiences.

## **ADVERTISING & DIGITAL**

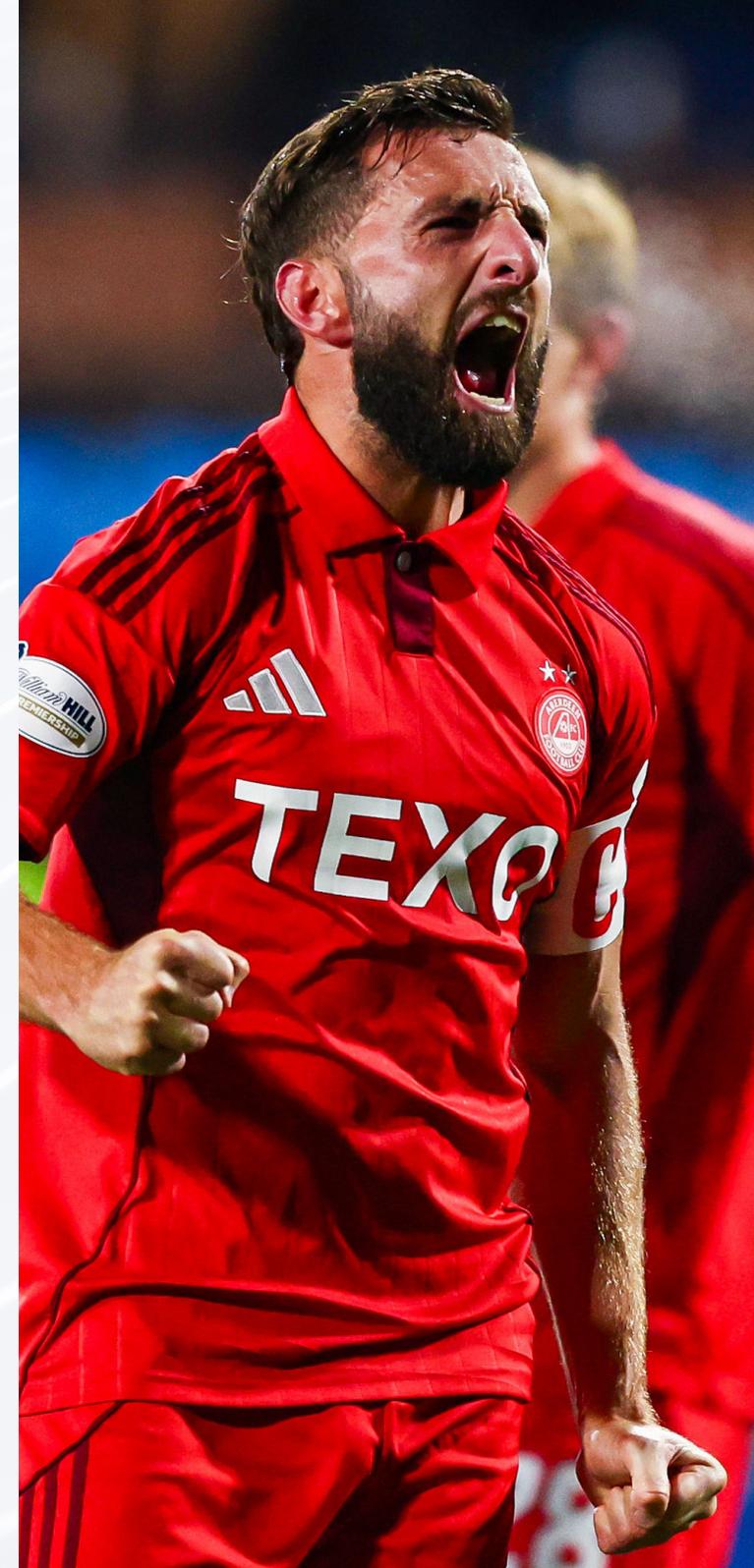
Optimise revenue from perimeter LED systems, LED scoreboards, static inventory, and the new 82m<sup>2</sup> jumbo screen. Maximise the Club's digital sales opportunities across social media and the soon-to-be relaunched website.

## **CLUB EVENTS**

Grow revenues from the Club's events portfolio - including Player of the Year, Hall of Fame and Golf Day - and ensure seamless fulfilment of high-volume partnership activation events.

## **STADIUM CONFERENCES & EVENTS**

Significantly increase our non-matchday conference and events revenue, which has recently returned to the Club's direct control.



# MAIN RESPONSIBILITIES

## SALES

- Deliver 50% commercial revenue and margin growth over four years across the six core revenue streams.
- Execute the sales strategy with full P&L responsibility, developing compelling packages and pricing models.
- Implement a robust sales process and reporting framework, with a clear emphasis on outbound prospecting and pipeline development.
- Ensure, in collaboration with General Counsel & Finance Director, the effective execution, management and fulfilment of commercial agreements.
- Manage relationships with external sales agencies.
- Work closely with the Finance team to ensure timely payment of receivables.
- Produce weekly and monthly reports on key commercial KPIs.
- Prepare Quarterly Commercial Board Papers.
- Develop, in conjunction with the Finance Director, top-down and bottom-up annual budgets (March–April) aligned with growth expectations.

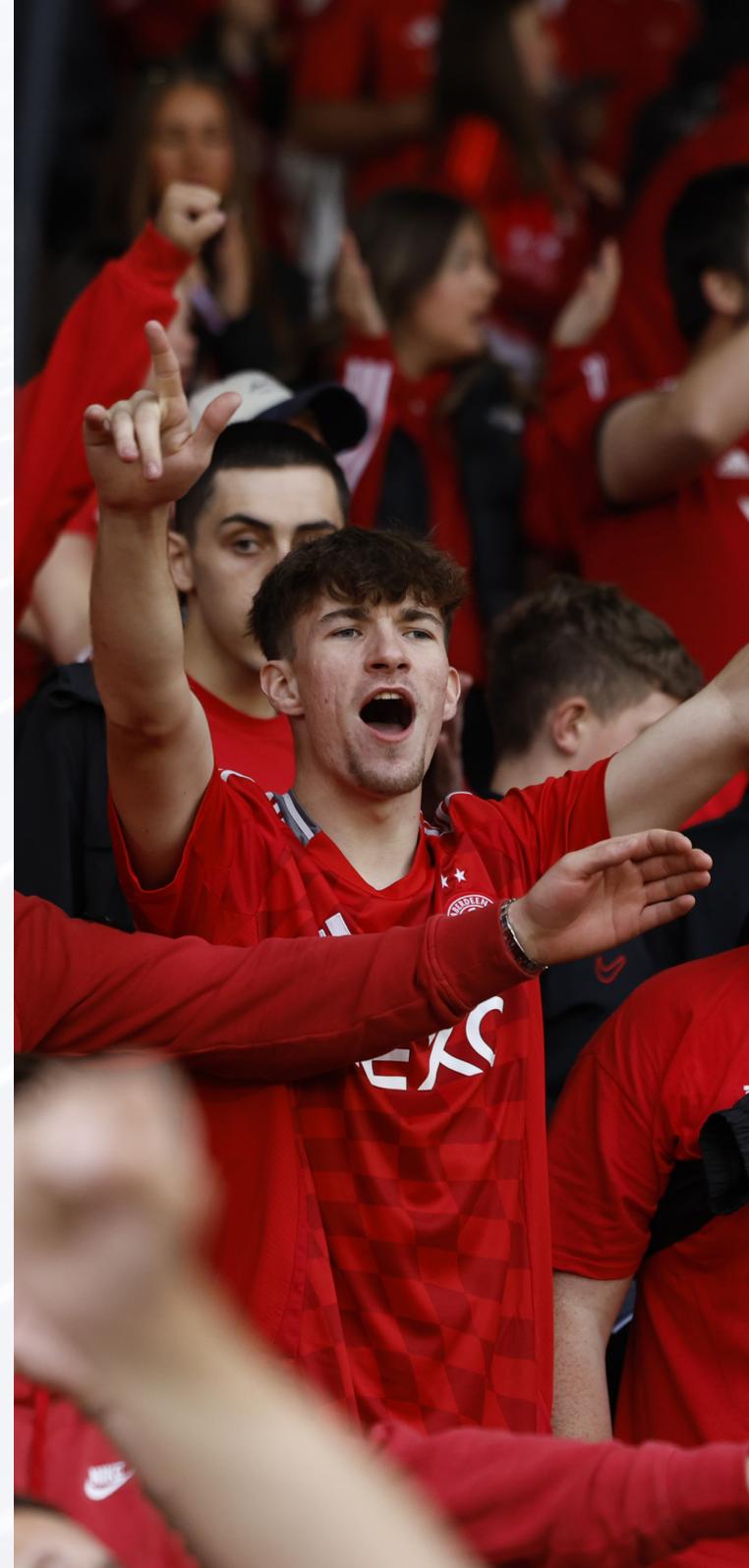
## STRATEGIC

- Develop and deliver the Club's commercial sales strategy, establishing an industry-leading sales function while inspiring, supporting, and developing the team.
- Evaluate and enhance revenue-generating packages, including underleveraged assets.
- Analyse existing commercial agreements, structures, and inventory to identify opportunities for optimisation.
- Work closely with the Partnership Manager to ensure exceptional partner servicing, including end-of-season ROI and media-reach reporting.
- Represent the Club and act as the face of the commercial team at conferences and networking events.
- Collaborate with BaxterStorey to innovate market-aligned hospitality packages.
- Engage with key stakeholders, including the SPFL and SFA, on collaborative commercial opportunities.
- Work cross-departmentally to support the Club's wider strategic objectives.
- Optimise the use of and future development of the Club's new CRM system to maximise B2B opportunities.

# PERSON SPECIFICATION

The successful candidate will demonstrate:

- A proven track record of surpassing annual sales targets.
- Significant experience developing and leading a high-growth commercial function.
- Best-practice revenue principles, including clear separation of new business, client management and fulfilment.
- Strong financial acumen, including ownership of P&L performance and demonstrable B2B sales outcomes.
- Proven ability to prospect, cultivate, negotiate and close commercial agreements.
- The ability to attract, motivate and retain high-performing sales talent.
- Excellent attention to detail and the capability to interpret, manage and act on complex data sets.
- Extensive experience using CRM systems to drive commercial performance.
- Strong relationship-building, presentation and communication skills.
- Excellent negotiation and influencing skills, with the presence to build credibility at all levels.
- Strategic and analytical thinking coupled with a single-minded focus on effective execution.
- A willingness to take calculated risks, innovate beyond traditional boundaries and identify creative solutions.
- Confidence engaging and networking at C-suite level, representing the Club with professionalism and impact.
- Visionary leadership with the ability to build and motivate a diverse commercial team.
- Sound judgment, with a track record of making well-informed decisions under pressure and within time and resource constraints.
- Cultural awareness and sensitivity.



# ABOUT THE JOB & HOW TO APPLY

This is a Pittodrie-based, full-time role with an expectation to work matchdays and events on evenings and weekends.

## ***Why join Aberdeen Football Club?***

**Salary:** £ Competitive + Benefits

**Holidays:** 28 Days (Incl. BH), Increasing to 30 Days at 3 Years' Service

**Additional Benefits:** 4 Christmas/New Year Shut Down Days, Enhanced Sick Pay, Enhanced Maternity Pay, Match Tickets, Club Shop Discount. AFC Partner Discounts, Social Committee Events and more.

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If you wish to be considered for this position, please submit your CV and covering letter to [jobs@afc.co.uk](mailto:jobs@afc.co.uk) by **Friday 9th January 2026**. Interviews for this role are expected to **start week commencing 19th January 2026**.

*Please note that due to the high volume of applications we receive, we will only contact candidates who are selected for interview, and we reserve the right to close this advert early should we receive a large number of applications.*

