

# ROLE DESCRIPTION

<b>JOB TITLE:</b>	Commercial Manager
<b>SALARY:</b>	£35,000 per annum plus bonus
<b>REPORTS TO:</b>	BWL Chief Executive Officer
<b>DIRECT REPORTS:</b>	Communications Officer
<b>CLOSING DATE:</b>	28th April 2017

## JOB PURPOSE

To promote and develop the BWL's commercial potential, including new income streams, commercial sponsorship to support BWL activities and affinity schemes for BWL members.

## SPECIFIC WORK AREAS INCLUDE:

- » Identify key areas of the BWL's operations and activities of interest to third parties; develop proposals, plans and actions to use these to secure incremental income.
- » Produce a detailed plan outlining the main commercial avenues for investigation; highlight priorities and set out a realistic action plan and approach to deliver income and results.
- » Contact and work closely with identified potential and established partners to secure new contracts, maintain current contracts, and seek increased return opportunities.
- » Advise on and help develop the overall direction of the BWL's commercial operations including the membership package, insurance scheme and online shop.
- » Work with companies and mainstream brands to develop affinity schemes and discount packages for the benefit of BWL members.
- » Generate sponsorship for the GB, England and Northern Ireland Weightlifting and Para-Powerlifting teams and key activities and events in the BWL's annual calendar
- » Advise on the development and commercial viability of existing and new products and services of relevance to members.
- » Manage and develop the BWL's policy on commercial partnerships and sponsorship.
- » Provide monthly progress reports and forecasts of new income secured; deliver agreed incremental income targets in each financial year.
- » Support grant applications for government funding as appropriate.
- » Work with the CEO and Senior Management Team to ensure the alignment of new commercial activities with the BWL's overall strategic objectives and direction.
- » Attend occasional meetings of the BWL Board of Directors as required.
- » Other tasks which the BWL may from time to time ask you to undertake.

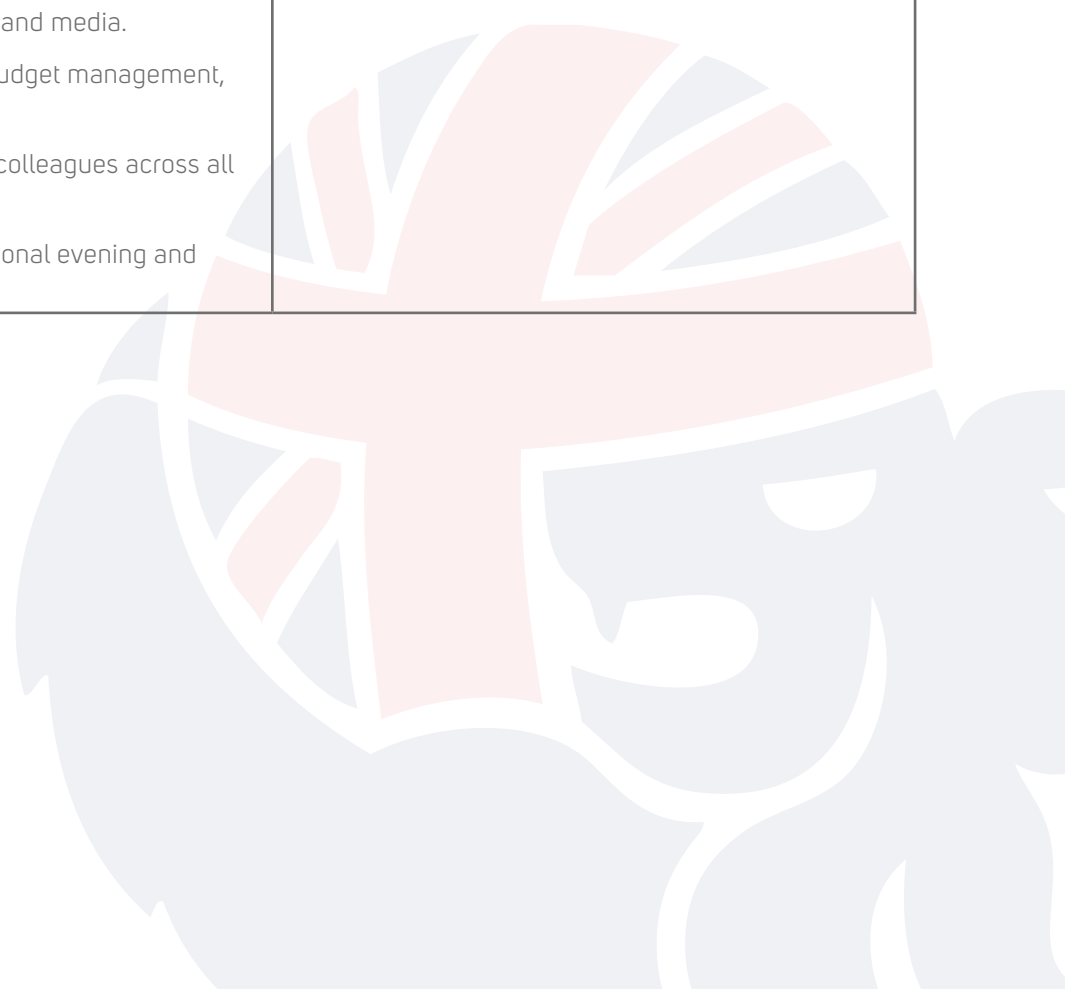
## SKILLS AND EXPERIENCE

### ESSENTIAL

- » An energetic and committed commercial professional with a positive approach and strong interpersonal skills.
- » A self-starter with a track record in initiating, planning and delivering commercial success at a senior level.
- » At least 5 years' relevant work experience.
- » Experience of delivering success against agreed targets.
- » Understanding and experience of developing partnerships; current knowledge of the sports sponsorship and fundraising environment.
- » Effective and persuasive communicator, verbal and written, and someone who delivers what is agreed; strong presentation skills.
- » An individual who generates trust and confidence in partners, colleagues and other parties, and can work under pressure and to deadlines.
- » A passion for sports and experience working in the sports industry.
- » Excellent working knowledge of Microsoft Office and digital communications and media.
- » A strong understanding of budget management, forecasting and delivery.
- » Ability to work closely with colleagues across all BWL departments.
- » Willingness to attend occasional evening and weekend meetings.

### DESIRABLE

- » Business degree.
- » Experience of working for a membership organisation.
- » Experience working with volunteers.
- » Research and analysis experience.



## HOURS OF WORK

The working hours are usually 9am – 5pm Monday to Friday with a half hour lunch with further flexibility from time to time. Some weekend cover is required for events.

BWL offers a company pension and an annual leave entitlement of 26 days plus statutory bank holidays.

## HOW TO APPLY

Please send your CV with a covering letter detailing why you feel you are suitable for the role by midnight on the deadline to [sue.ward@britishweightlifting.org](mailto:sue.ward@britishweightlifting.org)

Interviews will commence on the **8th May 2017**

If you have not heard from us within 2 weeks of the closing date please assume that your application has been unsuccessful on this occasion.

## BWL IS AN EQUAL OPPORTUNITIES EMPLOYER

BWL is a recognised equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of age, disability, gender reassignment, marriage and civil partnership, sexual orientation, pregnancy and maternity, race, religion, belief and gender.

