

Job Information Pack

Job Title: Commercial Manager

Location: Head Office, Leeds (maybe flexible)

Application Closing Date: 22 August 2019

Interview date: w/c 26 August 2019

About British Weight Lifting

As the UK's recognised Governing Body for Weight Lifting and Para-Powerlifting, our role is to inspire a nation of Weight Lifters and Para-Powerlifters through exceptional leadership and expertise.

We are responsible for the growth and success of Weight Lifting and Para-Powerlifting at every level. Our work sees us support a network of Weight Lifting bodies, clubs and gyms across the UK, as well as the thousands of people actively involved in Olympic and Paralympic Weight Lifting disciplines.

We strive to deliver exceptional training programmes, educational structures and competitions that create opportunities for individuals to participate and excel in our sport. Whether you're an aspiring Weightlifter or Para-Powerlifter at your local club or an elite athlete competing on the international stage, we are here to help you fulfil your potential.

Our mission

Our mission is to revolutionise the way our nation engages in Weight Lifting, Para-Powerlifting, weight bearing and training activities by creating opportunities for people of all ages and abilities to participate. We believe that we can play an important role in making weight lifting a part of everyday, and a means to tackle national inactivity. In doing so, we believe we can help create a healthier, happier and stronger nation.

Our 2016 to 2021 strategy outlines how we aim to achieve these goal; our objectives are to:

- Increase national activity in weight lifting, bearing and training activities
- Promote inclusivity and diversity to create opportunities for people of all ages and abilities to easily get involved in the sport
- Become global leader in Weightlifting, on and off the platform
- Maximise investment, partnerships and good governance to drive the growth of the sport

Do you want to read the full British Weight Lifting strategy document or any of our Governance policies?

Please visit our website - www.britishweightlifting.org

Our Values

The Board and employees of BWL are passionate about, and committed to, working to our set of values:



CARE



SHARE



DARE

- Care** maintain integrity and respectful relations with all our stakeholders, customers, partners, suppliers, BWL employees and communities
- Share** expertise, knowledge, passion, enjoyment and innovation
- Dare** to make a difference to solve problems and achieve goals that drive performance and the sport forwards in a collaborative manner

Job Description

Job Title: Commercial Manager

Salary Range: £30,000 per annum plus performance related bonus

Location: BWL Head Office, Leeds (maybe flexible)

Responsible to: Chief Operating Officer

Main purpose of the Job:

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.

Key Responsibilities:

- 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.

Person Specification

The person specification describes the experience, qualifications, knowledge, skills and abilities that BWL are looking for.

Essential:

- An energetic and committed commercial professional with a positive and entrepreneurial 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 – weightlifting is not essential but with an understanding of elite sport.
- 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.



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- 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 of working with volunteers.
- Research and analysis experience.

Salary and benefits

- The starting salary range for the position will be £30,000, plus performance related bonus depending on experience and qualifications. Salaries are reviewed each year in April.
- BWL offers 26 days annual leave, plus statutory bank holidays.
- BWL offers a company pension scheme.

Commitment to Equality

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.

Application and Selection Process:

Application:

Please complete the application form and post it to:

Recruitment, British Weight Lifting, 1st Floor Office Suite, St Ann's Mill, Kirkstall Road, Leeds, West Yorkshire, LS5 3AE

Or alternatively you can email it to Faye.Parton@britishweightlifting.org

Selection:

Short-listing will take place as soon as possible once applications close. Please can you indicate clearly on your application a telephone number where you can be contacted during office hours (9.00 am – 5.00 pm).

Successful applicants will be contacted via email/letter with information relating to the interview time, location and format.

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.