



Job Description

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| Job Title | Commercial Director |
| Reporting to | SFM Commercial Board |
| Overall Purpose of Job: | |
| <p>To ensure revenue into Scottish football is maximised the Scottish FA, Scottish Professional Football League and Scottish Women’s Premier League have created Scottish Football Marketing.</p> <p>Scottish Football Marketing will include a team of talented and ambitious commercial professionals to be based at Hampden Park, reporting to a commercial board appointed by the three bodies, with a view to harnessing a compelling and unified brand for Scottish football, and increasing revenues from enhanced data collection, sponsorship, and licensing for the entire game.</p> <p>The Commercial Director will provide strategic and operational leadership: directing revenue-generating activities, and ensuring an integrated approach is applied.</p> | |
| Main Duties and Responsibilities: | |
| <ul style="list-style-type: none"> • Development, implementation and leadership of an overarching and transformational sales and commercial strategy to deliver increased revenue across Scottish football • Identify and recruit additional staff members as approved by the SFM Commercial Board to ensure appropriate resourcing to achieve objectives • Identify, package, and sell new commercial inventory across Scottish football including inventory from Scottish FA, SPFL, SWPL and member clubs • Lead and direct all commercial and marketing activity within the Scottish FA • Work closely with all staff members to develop and maintain a positive, progressive and high performing culture • Lead and undertake contract negotiations to secure sponsorship and partnership agreements, working with relevant staff at each organisation as required • Drive increased fan engagement through innovative strategies to increase revenue • Directly contribute to digital transformation across Scottish football and through consumer insight and segmentation, contribute significantly to the revenue growth target • Ownership of the annual budget and objectives for all commercial activities, monitoring and evaluating spend across the function and ensuring all development activities are in line with budget and meet objectives • Prepare and present information and reports to the Commercial Board and the Chief Executive Officer of the Scottish FA, SPFL and Managing Director of the SWPL as required | |
| Key Experience / Knowledge | |
| <ul style="list-style-type: none"> • Proven experience and success in a high profile, demanding, and fast-paced sales or commercial environment at an executive level • Excellent experience in sponsorship or B2B sales • Strong leader, with experience of successfully leading and managing diverse teams • Proven track record in pitching concepts and negotiating partnerships with commercial organisations with the ability to understand the potential value proposition and use effective techniques to secure the best results for Scottish football | |

- Strong financial literacy – monitoring progress against relevant operating plans and objectives
- Experience of managing a P&L and sound financial management
- Evidence of confident and articulate communication experience with a range of stakeholders
- Proven success at building excellent working relationships and operating effectively as a member of an executive leadership team or Board

Personal Attributes:

- Commercial awareness partnered with a strategic mindset
- A self-starter, able to take the initiative and push projects forward
- Excellent communication (verbal, presentation and written) and negotiating skills
- Ambitious, determined to succeed and resilient under pressure
- Charismatic and inspirational, able to influence, motivate and encourage teamwork
- Creative and driven to plan and implement highly effective and revenue generating commercial campaigns
- A willingness to take ownership of specific projects
- The ability to think innovatively and willing to challenge the norm and encouraging the same in relevant teams
- Professional and presentable, naturally affable and able to play a crucial ambassadorial role for Scottish football as a key interface with the corporate world