



NORTHAMPTON SAINTS RFC

COMMERCIAL PARTNERSHIPS SALES EXECUTIVE

JOB DESCRIPTION

Department

Commercial Department

Reports to

Head of Commercial Partnerships

Location

Franklin's Gardens

BACKGROUND:

Northampton Saints is one of Europe's leading professional rugby clubs. It has a proud tradition as a club going back over 100 years and in the modern era of professionalism has consistently performed at the highest level, winning both the European and English Championships.

The Club has also been highly successful in its off-field activities, both developing its infrastructure into one of the best dedicated rugby grounds in the country as well as being the only English Premiership Rugby Club to have been profitable for 16 years from 2000 to 2016.

For more information visit: www.northamptonsaints.co.uk

REMIT:

This is an exciting opportunity for a true sales person to join our Commercial Partnerships team to proactively generate new business leads, develop tailored rights packages for potential partners, and support the negotiation of new deals.

The role will be focused on researching key companies, sectors, and individuals to target interesting prospects with a bespoke approach and set up calls and meetings. The successful individual will also have the opportunity to be involved with deals from start to finish, with the support of the Head of Commercial Partnerships and Commercial Director.

RESPONSIBILITIES:

New Business

- To proactively research sponsorship trends (across territories; including sporting and non-sporting properties)
- To proactively research sectors, companies and individuals to support the creation of informed outreach
- Devise and implement logical contact strategies
- To create a pipeline of sponsorship, partnership and advertising prospects by new business outreach and networking
- The ability to sell and negotiate commercial partnerships
- Build rights packages appropriate to the various levels of partnership from advertisers and suppliers to Elite and Principal Partners.
- Help to develop best-in-class sales materials to support the club's go-to-market activities
- Prepare for and attend prospect meetings
- To create documents to support regular reporting to the Head of Commercial Partnerships and Commercial Director

Client Management

- To support the department in delivering high quality partner servicing for existing and new partners, to support the creation of long-term relationships

General

- Work effectively and proactively with all areas of the business
- Identify opportunities to support, and generate revenue for, the wider commercial team
- Keep up to date with market research and insight
- Perform other duties as reasonably requested in the context of the role, or as directed by the Commercial Director or Head of Commercial Partnerships

THE SUCCESSFUL CANDIDATE WILL:

- Have demonstrable sales experience (within a sporting environment would be beneficial)
- Have excellent interpersonal skills to support strong relationships with stakeholders
- Have strong attention to detail
- Have a competent knowledge of Microsoft Office
- Excellent written and verbal communication
- Ability to self-organise and work to deadlines

APPLICATION:

To apply, please submit your CV with a covering letter to nickythompson@northhamptonsaints.co.uk.

Closing date: Friday 28th May 2021.