



NORTHAMPTON SAINTS RFC

COMMERCIAL EVENTS MANAGER

JOB DESCRIPTION

Reporting to
Commercial Director

Location
Franklin's Gardens

NATURE & SCOPE:

Responsible for delivering a programme of revenue-generating events at Franklin's Gardens stadium - home of Northampton Saints Premiership Rugby Club.

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 key European and English Championships. The Club has also been highly successful in its off-field activities, developing its infrastructure into one of the best rugby stadiums in the country. For more information visit:

www.northamptonsaints.co.uk

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The Commercial Events Manager plays an integral role in the commercial success of the wider event strategy at Franklin's Gardens to drive revenue and profit. Primarily responsible for creation and commercial success of a calendar of public ticketed events throughout the year, they also provide some operational support in some delivery areas.

PRINCIPAL RESPONSIBILITIES:

- Devise a programme of events using industry knowledge, own creativity and other sources of inspiration
- Develop an events calendar, working with the Operations team and other departments to ensure they integrate into the wider Club match & events programme
- Develop a financial and commercial model for the events and ensure they deliver incremental profit
- Negotiate commercial terms with third party operators, partners and suppliers
- Work with the operations team and / or third parties to develop an operational plan for the event
- Work with the marketing & communications team to develop the event marketing strategy

SPORTSMANSHIP - PRIDE - INNOVATIVE - RESPECT - INTEGRITY - TEAM WORK

- Drive event sales and ensure they perform to budget / expectations
- Implement a robust post-event debrief process and incorporate lessons into future plans

AREAS OF RESPONSIBILITY:

Area	Events Examples	Owner	Commercial Events Manager Responsibilities	Operational Delivery
Corporate and Private Events	Meetings & conferences Trade shows & exhibitions Banquets and Christmas Parties Weddings & functions	Dedicated C&E team run by Levy Restaurants UK, our catering partner	N/A	Levy Restaurants UK
Major Non-Ticketed Events	Activating rights within Club sponsor contracts e.g. Barclaycard Winter Wonderland	Dedicated C&E team run by Levy Restaurants UK, our catering partner	Sourcing, liaison and management of any third part contractors	Levy Restaurants UK Northampton Saints Operations team
Non-Northampton Saints Rugby Events	Non-Saints rugby matches e.g. Premiership Sevens, England Under 20s, Women's rugby	Commercial Events Manager	Submission of any bid documentation. Point of contact for Event owner. Internal liason with Saints Operations Team (delivery) and Marketing team (ticket sales)	Northampton Saints Operations team
Major Ticketed Events	Major music concerts	Northampton Saints CEO & Commercial Director	N/A	Northampton Saints Operations team in partnership with 3 rd party concert promoter
All Other Ticketed Events	All other events e.g. open air cinema, music nights, mass participation sports events, comedy club, seasonal events, festivals etc	Commercial Events Manager	See 'Principle responsibilities' below.	Northampton Saints Operations team / Levy Restaurants / 3 rd parties (as appropriate)

PERSON SPECIFICATION

The successful candidate must demonstrate excellent commercial judgement, relevant event experience, creativity and drive to plan and implement revenue-generating events.

Candidates must have an appreciation of Rugby or the Sporting Stadium environment. Previous experience in an events role at a high performance sports club and/or rights holder would be advantageous but is essential.

Qualifications & Experience

- Proven experience and success in sourcing and managing events

SPORTSMANSHIP - PRIDE - INNOVATIVE - RESPECT - INTEGRITY - TEAM WORK

- Proven success at building excellent working relationships
- Evidence of sound commercial judgment and decision making capability
- Proven success at delivering against strategic objectives and driving revenue growth

Personal Attributes

- Collaborative and strong interpersonal skills
- Clear strategic thinking and planning, but hands on in approach
- Willingness to take ownership and be held accountable
- Results driven; thrives on challenge; action-orientated and pragmatic in approach
- Ability to think through effective solutions in a timely manner
- Ability to think creatively
- Excellent communicator with an ability to communicate effectively with a diverse range of people, and able to present a highly professional image when representing Northampton Saints
- Positive mindset; resilient and adaptable
- Personal circumstances must allow the candidate to work extended hours on occasion during times of peak activity including evenings and weekends

OTHER:

The role description, person specification, role grade and role title may be subject to change at the discretion of Northampton Saints and in accordance with business developments. Any changes will be communicated to the role holder as appropriate.

Northampton Saints is an equal opportunities employer and would welcome applications from a fully diverse range of candidates, regardless of age, gender, ethnicity, sexual orientation, faith or disability.

All role holders must maintain an appropriate standard of confidentiality. Any disclosures of confidential information (including personal information kept on computer or other media) made unlawfully outside the proper course of duty will be treated as a serious disciplinary offence.

APPLICATION PROCESS:

Please send CV and covering letter to nickythompson@northamptonsaints.co.uk.

Closing date 20th December 2019.