
JOB TITLE:	Commercial Manager
REPORTS TO:	Director of Events and Communications
SALARY:	£32,773pa - £35,212pa (dependent on experience) Grade 5 Inc 2 to 5 Inc 3
CONTRACT:	All Hours and Permanent
LOCATION:	SportPark, Loughborough (National and international travel required).
JOB PURPOSE:	Proactively managing and delivering contractual rights and campaign executions for a range of partners to provide the maximum return on investment, alongside British Swimming's commercial strategy

RESPONSIBILITIES:

- To manage the partner rights matrix ensuring all rights contracted by British Swimming to its commercial partners
- Maintain an overview of all these rights and in liaison with colleagues ensure those rights are delivered and income is fully received
- Effectively build strong relationships with all rights holders and their agents and managing regular and positive communications with all partners through meetings, activity plans, contact reports and evaluation updates.
- Work with external agencies as required to ensure any available data is captured and made available to enhance asset building for potential partners
- Devising and delivering imaginative and creative activation ideas that will deliver ROI & ROO
- Conducting formalised quarterly partnership reviews with the CEO, Director of Events and Communications and Marketing Manager
- Ensure that the partnership is in the best possible position to secure upsells and contract renewal as appropriate
- Working closely with any/all external sponsorship agency on commercial discussions and leads, including management of a commercial tracking document
- Supporting the organisation of British Swimming domestic and international (hosted in the UK) events where partners are represented, ensuring timings and logistics are well managed, rights are fulfilled and partners are well hosted.
- Prepare and manage any tender processes for securing new partnerships
- Work with the World Class teams to ensure they are fully briefed on all rights obligations and aware of expectations
- Prepare all collateral for securing new partners such as sponsorship packages documents and presentations
- Work on potential new leads and develop a strategy for securing new commercial partners
- Respond to all enquiries from agencies and companies alike who are interested in becoming partners of British Swimming and ensuring positive relationships are established
- Develop commercial packages and actively promote them to new potential partners
- Work with the Events Manager to devise sponsorship packages for all domestic events and proactively sell them to existing partners and new opportunities
- Manage reporting of success of partnerships both internally and to commercial partners and their agents

- To comply with all policies set down by the organisation as a whole, in particular those policies relating to equality and diversity.
- Undertake any other duties as required by the Director of Events and Communications

KEY RESULTS AREAS

- Deliver against the commercial strategy
- Successfully deliver all rights to partners
- Increase engagement with partners working towards contractual renewal
- Increase revenue to British Swimming through selling commercial packages and securing new partners

PERSON SPECIFICATION

ESSENTIAL	DESIRABLE
Reasonable experience in a commercial role	Knowledge of the structure of British Swimming
Ability to provide evidence of detailed planning and ability to work to deadlines.	Experience working with sports commercial agencies
An understanding of the commercial aspects of sport	Educated to degree level or equivalent
Experience of managing budgets	
Proven experience of delivering against commercial targets	
Ability to think and act strategically, delivering a vision as well as ability to act on own initiative	
Flexible approach to work, resilient and able to work under pressure	
Excellent organisational skills; the ability to manage a project of scale, prioritise and meet deadlines	
Ability to manage information, stakeholders and agents to meet key milestones	
Excellent communication, diplomatic and inter-personal skills; the ability to negotiate and influence across a variety of forms of communication	
Willing to travel nationally and internationally	
Excellent administration skills including MS office programmes, minute taking and report writing.	



JOB DESCRIPTION & PERSON SPECIFICATION



Excellent attention to detail	
Hold a full UK Driving License and access to a car	
Computer literate	

