



Harlequins is one of the oldest and most famous rugby clubs in the world. Founded in 1866, the Club has, throughout its vibrant history, been a proud innovator in the game both nationally and globally. The Club is a founder member of the RFU and is as famous for its quartered shirt, as for its expansive style of play.

Harlequins has developed one of the most successful Academies in the Premiership and competes in the Gallagher Premiership and the European Rugby Champions Cup competitions. With a host of international stars and homegrown talent, the Club attracts over 90% capacity attendances to all of its matches. On the women's side Harlequins is one of the leading teams in the Tyrrells Premier 15s and continues to set the pace in women's sport as the Club strives for parity across the game.

Success on the pitch demands even more success off it, so the club is strengthening its Commercial staff and therefore has decided to recruit for the position of Commercial Sales Manager. The ideal candidate will have first class communication skills and a passion for rugby.

Job Title: Commercial Sales Manager
Company: Harlequin FC
Reporting to: Commercial Director
Responsible for: Sponsorship Sales Team
Role Purpose: A key member of the clubs sales management structure, this role is responsible for driving the sponsorship sales efforts of the club across the full suite of partnership products. Harlequins runs the most successful sponsorship business in Premiership rugby and has a core sponsorship strategy of working with fewer partners in a deeper and more engaged way. Our proposition is to demonstrate greater business value, measurable outcomes and demonstrable ROI as the sponsorship environment becomes an increasingly scrutinized.

Key Accountabilities:

- Implement the clubs sponsorship sales strategy to achieve revenue targets
- Manage resources to achieve sponsorship target revenues, setting individual targets and KPIs in line with business plans
- Support the growth of the customer base to build a robust pipeline of partnership prospects across the full range of partnership products
- Develop a coordinated sales approach to all products, to support the commercial growth of the club.
- Work closely with marketing department to ensure effective promotion and communication of the clubs value proposition
- Develop new assets and initiatives for inclusion in new sponsorship pitches for the club to take to market
- Support the clubs efforts to grow the partnerships program, identifying new clients to bring into every entry point of the pipeline
- Develop targeted sales plans and manage the sales pipeline through pro-active selling of the club's inventory utilising the club's and the individual's own network
- Take particular responsibility for lead generation and pipeline growth. This includes managing resources to ensure that the research and identification of target sectors/industries, the businesses and the contacts within them are constantly up to date
- Negotiate closure of sales and contracts, and manage handover to the partnerships team
- Work with the Commercial Director, Head of Venue Sales, Partnerships Manager and relevant departments to create new products and partnership opportunities to maximise revenues
- Ongoing monitoring of market trends to inform decision making, sales planning, prospecting

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- and asset creation
- Be responsible for the overall reporting of the sponsorship team activities including pipeline changes, conversion rates and pending outreach
- Work closely with the Partnerships and marketing team to ensure that there is effective plans on place to ensure an effective delivery of each partnership proposition.
- Actively develop new business through new sales initiatives and growth of the Harlequins networks.
- Tightly manage costs to deliver revenue and EBITDA targets agreed within business plan
- Work with the Head of Commercial, Commercial Director and Partnerships Manager in identifying cross-sell and up-sell opportunities to support the sponsorship efforts of the club

Skills and Knowledge

- Excellent sales experience with a proven track record of setting and delivering targets
- Minimum of 2 years experience in the sponsorship industry
- Ability to manage a sales programme
- Ability to draw insight from data and provide recommendations for proposal development
- An analytical and measurable approach to implementing sales processes
- An understanding of CRM and ability to implement and manage CRM systems
- Lead generation and conversion
- An ability to lead, motivate and manage a team of various experience and ability
- Proven client relationship management and new business experience
- Excellent presentational skills and ability to persuade and influence audience with credible business content
- A team player who enjoys the success of others and can delegate
- Strong networking skills
- The ability to work under pressure and to deadlines

Competencies

- Sales
- Strong project management, organization and attention to detail
- Customer focus
- Real 'can do' attitude – passion, energy and drive
- Great communication skills
- Managerial ability
- Confident sales manner
- A strong team player and collaborative working style
- Strategic and tactical

If you are interested in the role, please email your CV to apply@eppartners.co.uk

Harlequins is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

